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7th International Conference on Tourism Research Prof Rishi Balkaran, Dr Chris Hattingh, 2024-03-18 These proceedings represent the work of contributors to the 7th International Conference on Tourism Research ICTR 2024 hosted by the Centre for Tourism Research in Africa at the Cape Town Hotel School Cape Peninsula University of Technology South Africa on 18 19 March 2024 The Conference Chair is Prof Rishi Balkaran and the Programme Chair is Dr Chris Hattingh both from Cape Peninsula University of Technology CPUT South Africa ICTR is a well established event on the academic research calendar and now in its 7th year the key aim remains the opportunity for participants to share ideas and meet the people who hold them The scope of papers will ensure an interesting two days The subjects covered illustrate the wide range of topics that fall into this important and ever growing area of research Today more than ever there is a need for research and scientific guidance as the tourist sector struggles to cope with the consequences of the Covid 19 pandemic inflation socio political turbulences climate change and disaster risk

Consumption Behaviour and Social Responsibility Karnika Gupta, Narendra Singh, 2020-05-23 This book investigates the concept of consumer social responsibility CnSR by considering the combination of consumption behaviour and social responsibility It puts forward a theory of responsible consumption behaviour then models and empirically tests this theory using quantitative research methods In so doing the book offers a new consumer behaviour model the C A C B Concern Attitude Commitment Behaviour model The book appeals to readers interested in consumer behaviour research methodologies social responsibility corporate social responsibility segmentation and profiling sustainability and structural equation modelling with path analysis and confirmatory factor analysis The book also offers concrete recommendations that will benefit businesses and governments alike

Housing and Society, 2007 **Yearbook of Varna University of Management**, 2019-07-03 Volume XII Includes scientific articles and reports from the 15th International Scientific Conference on the topic of The science in help of business Modern problems of the science business education and tourism July 3rd 5th 2019 Varna Bulgaria

Identity-Based Brand Management Christoph Burmann, Nicola-Maria Riley, Tilo Halaszovich, Michael Schade, Kristina Klein, Rico Piehler, 2025-07-15 This textbook provides a comprehensive overview of identity based brand management based on current research The authors focus on the design of the brand identity which covers the internal perspective of brand management and the resulting external brand image perceived by consumers and

other audiences The book covers topics such as brand positioning the design of the brand architecture and brand elements the management of brand touchpoints and the customer journey as well as multi sensory brand management and brand management in a digital environment Further topics covered are international brand management brand management in the retail sector in social media and on digital brand platforms electronic marketplaces Numerous practical examples illustrate the applicability of the concept of identity based brand management The authors show that this concept is a valuable management model to make brands successful In the 3rd edition all chapters were fundamentally revised and latest research findings were integrated A new section on corporate social responsibility due to the increasing importance of brands societal and environmental responsibilities and up to date practical examples were added Additional material is available via an app Download the Springer Nature Flashcards App and use exclusive content to test your knowledge

Leveraging Computer-Mediated Marketing Environments Bowen, Gordon, Ozuem, Wilson, 2019-01-25 Social media has redefined the way marketers communicate with their customers giving consumers an advantage that they did not have previously However recent issues in online communication platforms have increased the challenges faced by marketers in developing and retaining their customers Practitioners need to develop effective marketing communication programs that incorporate the meaningful forms of sociality into a customer driven marketing program *Leveraging Computer Mediated Marketing Environments* discusses the nature of heightened interaction between marketers and consumers in the evolving technological environments particularly on the central nature of online communities and other emerging technologies on dialogic engagement Additionally it aims to examine the relevant roles of online communities and emerging technologies in creating and retaining customers through effective dialogue management Highlighting brand strategy e services and web analytics it is designed for marketers brand managers business managers academicians and students

Sport Marketing Bernard James Mullin, Stephen Hardy, William Anthony Sutton, 2007 This student text provides a foundation of theory and principles for those seeking sports management position It provides an overview of the reasons and foundations for sport marketing as well as theoretical and research issues and why market segmentation is important

Consumption and Production in the Textile and Garment Industry Sadhna, Rajesh Kumar, Hafeezullah Memon, S. Greeshma, 2024-09-01 This book explores the consumption and production aspects of the textile and garment industry with a focus on the challenges and opportunities being faced by the industry It offers a thorough exploration of consumption and production dynamics within the textile and garment industry across vital Asian countries It aims to unravel this vital sector's economic cultural and technological intricacies of China India Vietnam Bangladesh and South Korea It further examines the environmental and social impacts of the industry including issues such as pollution waste and labor conditions It will also explore emerging trends and innovations in the industry such as sustainable materials and production methods and the rise of ethical consumerism It is a valuable resource for students researchers policymakers and industry professionals interested in understanding and

addressing this critical sector's challenges Consumer Behavior Michael R. Solomon, 2015 MyMarketingLab does not come packaged with this content If you would like to purchase both the physical text and MyMarketingLab search for ISBN 10 013347223X ISBN 13 9780133472233 That package includes ISBN 10 0133450899 ISBN 13 9780133450897 and ISBN 10 0133451925 ISBN 13 9780133451924 MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor

Consumer Behavior Michael R. Solomon, 2009 For undergraduate and MBA courses in consumer behavior Solomon goes beyond the discussion of why people buy things and explores how products services and consumption activities contribute to shape people's social experiences

The Podium, the Pulpit, and the Republicans Frederick Stecker, 2011-07-22 In this book the presidential debates of 2000 2004 and 2008 are analyzed in terms of linguistics rhetoric and religious context to offer a unique perspective on the styles beliefs and strategies of the two major parties and their candidates In The Podium the Pulpit and the Republicans How Presidential Candidates Use Religious Language in American Political Debate a veteran minister analyzes the religious metaphors Republicans use at the podium and alleges that the party deliberately employs blaming tactics fear metaphors and coded references to apocalyptic judgment to sway undecided voters Over the past 40 years Frederick Stecker charges the Republican Party has created fear for political expediency Stecker's book traces the development of the Republican rhetoric of polarization and applies the linguistics based nation as a family political typology of George Lakoff to an analysis of the presidential debates of 2000 2004 and 2008 He demonstrates how Republican candidates select their language and metaphors to signal adherence to rigid belief systems and simple black and white choices in domestic and foreign policy

Consumers' Motivation in Responding to Prescription Drug Advertising Nithima Sumpradit, 2003

IPL Viewership Dr Shalini Sharma, 2022-02-07 The success of the Indian Premier League in a country where cricket and Bollywood cover a major pie of the entertainment landscape was a forgone conclusion But what keeps the viewers hooked up to this festival of stars cricket sportsmanship cheerleaders sponsor and brands is a million dollar question This book is an attempt to find answers to the same Understanding viewers motivation and enthusiasm to keep the league relevant and successful factors that play a major role in increasing the viewership and help sustain the interest make it an interesting read

American Journal of Public Health, 2008

Marketing Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart, 2006 This reader friendly marketing book conveys timely and relevant material in a dynamic presentation of how marketing concepts are implemented and what they mean in the marketplace It introduces marketing from the perspective of real people making real marketing decisions at leading companies every day Learners will come to understand that marketing is about creating value for customers for companies and for society as a whole and they will see how that is accomplished in the real world A five part organization covers making marketing value decisions identifying markets and understanding customers needs for value creating the value proposition communicating the value proposition and delivering the value proposition For individuals interested in a

career in marketing Consumer Behaviour Michael Solomon,Rebekah Russell-Bennett,Josephine Previte,2012-10-24
Consumer behaviour is more than buying things it also embraces the study of how having or not having things affects our lives and how possessions influence the way we feel about ourselves and each other our state of being The 3rd edition of Consumer Behaviour is presented in a contemporary framework based around the buying having and being model and in an Australasian context Students will be engaged and excited by the most current research real world examples global coverage managerial applications and ethical examples to cover all facets of consumer behaviour With new coverage of Personality and incorporating real consumer data Consumer Behaviour is fresh relevant and up to date It provides students with the best possible introduction to this fascinating discipline **Consumer Behavior: Buying, Having, And Being, 6/e** Michael R. Solomon,2004 The British National Bibliography Arthur James Wells,2009 **Consumer Behavior** Michael R. Soloman,2010 Previous ed Upper Saddle River N J Pearson Prentice Hall 2009

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