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Handbook of Research on Contemporary Consumerism

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



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Eldon Y. Li

National Chengchi University, Taiwan & California Poly-
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Amatulli, Cesare / <i>University of Bari Aldo Moro, Italy</i>	1
Arraj, Jihan / <i>Lebanese International University, Lebanon</i>	285
Barrios-Manrique, Marta - / <i>Comillas Pontifical University, Spain & Inditex, Spain</i>	203
Bown, Robin / <i>University of Gloucestershire, UK</i>	73
Bucciarelli, Valentina / <i>LUISS University, Italy</i>	1
Comfort, Daphne / <i>University of Gloucestershire, UK</i>	57
De Angelis, Matteo / <i>LUISS University, Italy</i>	1
El Nemar, Sam / <i>AZM University, Lebanon</i>	21, 285
Hirogaki, Mitsunori / <i>Ehime University, Japan</i>	39
Jiménez-Zarco, Ana I. / <i>Open University of Catalonia, Spain & Comillas Pontifical University, Spain</i>	203
Jones, Peter / <i>University of Gloucestershire, UK</i>	57, 73
Kowalska, Magdalena / <i>University of Szczecin, Poland</i>	176
Maarabani, Marwa / <i>Lebanese International University, Lebanon</i>	21
Massi, Marta / <i>Università Cattolica del Sacro Cuore, Italy</i>	92
Mathews, Soney / <i>Department of Commerce and Management, St Joseph's College of Commerce (Autonomous), Bangalore, India</i>	134
Mingotto, Erica / <i>CISET, Ca' Foscari University, Italy</i>	110
Montaguti, Federica / <i>CISET, Ca' Foscari University, Italy</i>	110
Nair, Suja R. / <i>Educe Micro Research, Bangalore, India</i>	134
Ottobrini, Caterina Francesca / <i>Università Cattolica del Sacro Cuore, Italy</i>	92
Papasolomou, Ioanna / <i>School of Business, University of Nicosia, Cyprus</i>	242, 263
Scarpellini, Luca / <i>CISET, Ca' Foscari University, Italy</i>	110
Taşcıoğlu, Mertcan / <i>İstanbul Medeniyet University, Turkey</i>	155
Thrassou, Alkis / <i>University of Nicosia, Cyprus</i>	222, 242, 263
Vrontis, Demetris / <i>University of Nicosia, Cyprus</i>	21, 222, 242, 285
Yener, Dursun / <i>İstanbul Medeniyet University, Turkey</i>	155
Yiangou, Foteini / <i>University of Nicosia, Cyprus</i>	242
Yiapanas, George / <i>University of Nicosia, Cyprus</i>	222

Table of Contents

Preface	xvi
----------------------	-----

Acknowledgement	xxi
------------------------------	-----

Section 1

Consumerism Issues With a Focus on the Consumer Perspective

Chapter 1

Ethical Consumption: The Role of Emotions in the Purchase of Fair Trade Apparel Products	1
--	---

Matteo De Angelis, LUISS University, Italy

Cesare Amatulli, University of Bari Aldo Moro, Italy

Valentina Bucciarelli, LUISS University, Italy

Chapter 2

Consumer Behaviour Towards Purchasing Counterfeit Products	21
--	----

Demetris Vrontis, University of Nicosia, Cyprus

Marwa Maarabani, Lebanese International University, Lebanon

Sam El Nemar, AZM University, Lebanon

Chapter 3

CSV Activities in the Japanese Retail Sector	39
--	----

Mitsunori Hirogaki, Ehime University, Japan

Chapter 4

Customer Engagement: Storytelling and the UK's Leading Retailers.....	57
---	----

Peter Jones, University of Gloucestershire, UK

Daphne Comfort, University of Gloucestershire, UK

Section 2

Ethical Consumerism in the Nexus of the Political, Corporate, and Consumer Perspectives

Chapter 5

Approaches to the Circular Economy	73
--	----

Peter Jones, University of Gloucestershire, UK

Robin Bown, University of Gloucestershire, UK

Chapter 6

Are Businesses Washing Consumerism With Green Ideology? The Green Marketing Oxymoron 92

Marta Massi, Università Cattolica del Sacro Cuore, Italy

Caterina Francesca Ottobrini, Università Cattolica del Sacro Cuore, Italy

Chapter 7

Ethical Consumerism in Tourism: The Evolution of the Responsible Tourist Attitudes – Between Definitions and Tribal Behaviors 110

Erica Mingotto, Ciset, Ca' Foscari University, Italy

Federica Montaguti, Ciset, Ca' Foscari University, Italy

Luca Scarpellini, Ciset, Ca' Foscari University, Italy

Chapter 8

Ethical Consumerism and Effectiveness From a Cause-Related Marketing (CRM) Perspective..... 134

Soney Mathews, Department of Commerce and Management, St Joseph's College of

Commerce (Autonomous), Bangalore, India

Suja R. Nair, Educe Micro Research, Bangalore, India

Section 3

Consumerism From the Perspective of Innovation Triggered by the Digitalized Environment

Chapter 9

Innovation Resistance: A Rising Tide of Consumerism 155

Dursun Yener, İstanbul Medeniyet University, Turkey

Mertcan Taşcıoğlu, İstanbul Medeniyet University, Turkey

Chapter 10

Creating Relationships Based on Emotional Bonds With Generation Y in Virtual Environment: A Mediating Role of Gender..... 176

Magdalena Kowalska, University of Szczecin, Poland

Chapter 11

Airbnb and Collaborative Housing: From Anti-Consumerism to a New Way to Democratize

Vacation Consumption..... 203

Marta - Barrios-Manrique, Comillas Pontifical University, Spain & Inditex, Spain

Ana I. Jiménez-Zarco, Open University of Catalonia, Spain & Comillas Pontifical

University, Spain

Section 4

Consumerism Cases in Selected Industries and Countries

Chapter 12

An Integrated, Multi-Agency, Consumer-focused, Safety Management Approach in the Sports Industry 222

George Yiapanas, University of Nicosia, Cyprus

Alkis Thrassou, University of Nicosia, Cyprus

Demetris Vrontis, University of Nicosia, Cyprus

Chapter 13

Social Media and Consumer Behaviour Towards Luxury Brands: An Exploratory Study in Cyprus 242

Foteini Yiangou, University of Nicosia, Cyprus

Ioanna Papasolomou, School of Business, University of Nicosia, Cyprus

Alkis Thrassou, School of Business, University of Nicosia, Cyprus

Demetris Vrontis, School of Business, University of Nicosia, Cyprus

Chapter 14

Emotional Intelligence Towards Customer Relationship Marketing: The Case of Retail Banking in Lebanon..... 263

Grace Al Khoury, School of Business, University of Nicosia, Cyprus

Alkis Thrassou, School of Business, University of Nicosia, Cyprus

Ioanna Papasolomou, School of Business, University of Nicosia, Cyprus

Chapter 15

Evaluating the Effectiveness of Loyalty Programs in the Retail Sector: The Lebanese Case 285

Simona Abdo, Lebanese International University, Lebanon

Demetris Vrontis, University of Nicosia, Cyprus

Sam El Nemar, AZM University, Lebanon

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Compilation of References 304

About the Contributors 355

Index..... 360