

# YOUNG CONSUMER BEHAVIOUR

A Research Companion

*Edited by Ayantunji Gbadamosi*

# CONTENTS

<i>List of contributors</i>	<i>viii</i>
<i>Preface</i>	<i>xvii</i>
<i>Acknowledgements</i>	<i>xx</i>
<b>PART I</b>	
<b>Introduction and theoretical background</b>	<b>1</b>
1 The changing landscape of young consumer behaviour <i>Ayantunji Gbadamosi</i>	3
<b>PART II</b>	
<b>Young consumers as individuals</b>	<b>23</b>
2 Children's consumer perception <i>Nashaat H. Hussein</i>	25
3 Learning and consumer socialisation in children <i>Adya Sharma</i>	37
4 Young consumers' motivation and involvement: uses and gratifications perspective <i>Emmanuel Adugu</i>	59
5 Exploring personality, identity and self-concept among young consumers <i>Abdullah Promise Opute</i>	79

**vi** Contents

- 6 Attitudes and persuasion in young consumer behaviour 98  
*Ayodele C. Oniku, Achi E. Awele and Olawale Adetunji*

**PART III**

**Young consumers and marketing strategies 117**

- 7 Brand, branding and brand culture among young consumers 119  
*Andrew Hughes*
- 8 Pricing, income and brand symbolism: exploring young consumers' understanding of value 138  
*Diliara Mingazova and Ayantunji Gbadamosi*
- 9 The young ones, shopping and marketing channels: what actually shapes their mind? 155  
*Zubin Sethna, Rebecca Fakoussa and David Bamber*
- 10 Marketing communications and the young consumer: evidence from a developing country 170  
*Nicolas Hamelin, Ayantunji Gbadamosi and Lucas M. Peters*
- 11 Digital marketing and the young consumer 188  
*Vishwas Maheshwari, Karl Sinnott and Bethan Morris*
- 12 Services and relationship marketing: perspectives on young consumers 208  
*Yiwen Hong, Anh N. H. Tran and Hsiao-Pei (Sophie) Yang*
- 13 Segmenting the children's market 230  
*Mahama Braimah, Cynthia A. Bulley and Janet A. Anore*
- 14 Amplifying the voices of young consumers in food advertising research 246  
*Anna Maria Sherrington, Steve Oakes and Philippa Hunter-Jones*

**PART IV**

**Young consumers in social and cultural contexts 269**

- 15 Reference groups and opinion leadership in children's consumption decisions 271  
*Ayodele C. Oniku and Achi E. Awele*

16	Youth subcultural theory: making space for a new perspective <i>Ofer Dekel, Elizabeth Dempsey and Emily Moorlock</i>	288
17	Young consumer misbehaviour: a perspective from developing countries <i>Richard Shambare, Nyasha Muswera and Jane Shambare</i>	307
18	Faith, religion and young consumer behaviour <i>Eddy Kurobuza Tukamushaba and Dan Musinguzi</i>	334
19	Children's consumer behaviour in developing countries in the twenty-first century <i>Ndivhuho Tshikovhi and Richard Shambare</i>	347
<b>PART V</b>		
	<b>Social marketing and consumerism: perspectives on young consumers</b>	<b>367</b>
20	Social marketing and the protection of the young consumer <i>Chahid Fourali</i>	369
21	Consumerism and consumer protection: a focus on young consumers <i>Ayantunji Gbadamosi, Kathy-Ann Fletcher, Christiana Emmanuel-Stephen and Idowu Comfort Olutola</i>	391
	<i>Index</i>	414