Preface

Religion is notably pervasive in its impacts in people's lives and relevant to virtually every aspect of human endeavour including consumption. The dynamics of its role in consumption is markedly interesting in that there are different religious faiths and in most cases with different tenets that guide believers' actions. Religious affiliations in the form of communities of consumers are prescriptive to a great extent. Accordingly, more often than not, members' decisions around consumption activities of goods and services are closely linked to the notion of trust and commitment in their religious relationships. So, it is not surprising that the tenets that bind members of specific religious faith together are spread across different contexts. This explains why religion is described as some form of cultural globalisation. The choices of specific products, brands, labelling, and packaging, how these market products and services are priced, the mode of distribution, and how their value is communicated to the target audience are becoming increasingly moderated by religious values. While the literature is awash with publications on religion and its link to consumption, surprisingly, not so much has been written around this phenomenon and its links to consumption, specifically in developing nations' context, which leaves us with many unanswered questions.

Meanwhile, the fundamental discourse of developing nations often revolves around the fact that they are nations with lower economic development compared with developed nations. However, increasing evidence continues to emphasise that consumption issues in developing nations cannot be discounted. This contention is underpinned by the increasing activities of several multinationals in these nations which suggests that these contexts could not be considered inconsequential in the global marketing system. Simply put, the landscape of consumer behaviour is changing rapidly, and there is a compelling need not only to keep up with this pace but also to make a meticulous link between this, religion, and religiosity towards extending the current understanding around this research theme. Accordingly, there are gaps in the extant literature on the dynamics of consumption patterns vis-à-vis religion in relation to developing nations. Hence, this edited book which combines eclectic perspectives on the topic is being introduced to address these gaps.

SCOPE OF THE BOOK

Essentially, this book, *Religion and Consumer Behaviour in Developing Nations*, focuses on exploring consumer behaviour in relation to religion and religiosity in developing nations. The chapters address different aspects of consumption activities in relation to religion at the individual level such as motivation and involvement, perception, learning, attitude, the self, and personality. Similarly, chapters on consumer behaviour in social settings contextualised to developing nations ranging from culture, sub-culture, income and social class, family, to reference groups will be incorporated into the book. It also explores the discourse around branding, ethics, and digital marketing in relation to consumption and developing nations as the contextual platform. Hence, contributions on these will be critically and robustly featured in the book. In this book, the discourse around religion is reasonably broad as examples, illustrations, and postulations are teased out from various religious practices including Christianity, Islam, Jehovah's witnesses, Hinduism, Buddhism, Judaism, Sikhism, Atheism, and African Traditional Religion, among others, as relevant to consumption and specific topics. Meanwhile, developing nations, as will be covered in this book, are those that are considered to have lower economic development compared with developed nations. This includes sub-Saharan African countries, China, India, Mexico, and several others that fit the criteria.

TARGET AUDIENCE

This comprehensive publication is intended as a compendium of research materials that will constitute an essential reference source, building on the extant literature in the field of marketing and consumer behaviour. Essentially, the primary target markets of the book are postgraduate students, researchers, managers, and policy makers for insight into consumption practices within a religious context and the relevance of these to business and societal developments.

The secondary target market of the book consists of students studying marketing at the undergraduate level that will need to deepen their knowledge on how religion impacts consumer behaviour in developing nations. By and large, it is hoped that this text will illuminate the field and serve as a key source of research material for these target markets.

OBJECTIVES OF THE BOOK

This book seeks to achieve these broad objectives:

1. Enable readers to develop a coherent understanding of basic underpinnings of religion and consumer behaviour as they relate to individual and group-oriented consumption decisions.
2. Provide readers with insight into how the interlinkage of religion and consumer behaviour concepts may be amenable to developing nations' contemporary real-life situations.

In more specific terms, the text aims to:

1. Highlight the individual aspects of consumers from perception to motivation, personality, learning, the self, and attitude in relation to religion.
2. Discuss consumers' religiosity and consumption in the context of cultural and social settings to cover social class, culture, sub-culture, values, and how these factors interrelate to influence family and societal consumption issues.
3. Examine consumer decision-making processes through the use of relevant models and family consumption dynamics in relation to religion and religiosity in developing nations.
4. Discuss the ethical issues in consumption vis-à-vis religion in developing nations.
5. Explore the place of religion in brand, branding, and brand culture in relation to consumer behaviour in developing nations.
6. Examine the nexus of religion and digital marketing in relation to consumption activities in the context of developing nations.
7. Provide enriched details that will be of good value to all the stakeholders including marketers, consumers, academics, and others.

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