



ETHNIC MARKETING

**CULTURALLY SENSITIVE
THEORY AND PRACTICE**

**GUILHERME D. PIRES AND
JOHN STANTON**



Ethnic Marketing Culturally Sensitive Theory And Practice

Dawn Burton



Ethnic Marketing Culturally Sensitive Theory And Practice:

Ethnic Marketing Guilherme Pires, 2014-12-05 A globalization process epitomised by historically large cross border population movements with rapidly improving networking and communication technologies has resulted in the growth of ethnic diversity across newly industrialised economies Instead of adapting to a dominant host country culture many ethnic minorities seek to preserve their identities both as diasporic communities and within their adopted countries For marketers it has been recognised as crucial to understand the unique needs of these individuals and to develop superior marketing strategies that meet their preferences Ethnic Marketing shows the rich opportunities that ethnic minority communities have to offer as well as offering instruction on the design and implementation of effective social and business marketing strategies The text offers practical guidance on assessing the needs of individual ethnic communities and a guide to marketing to these communities within various countries Since the publication of Pires and Stanton s 2005 book there has been continuing changes in the political social and economic environment in many countries which have growing ethnic minorities Incorporating new research across disciplines on the marketing relevance of ethnic minorities this book also integrates contributions and excerpts from in depth interviews conducted with leading marketing experts whose views and insights stimulate discussion and result in an invaluable guide to best practice in ethnic marketing across the world plus expert insights into the future of this dynamic area This is an excellent resource for researchers and advanced marketing students taking both postgraduate and undergraduate courses in marketing management or strategy as well as government marketing practitioners and businesses seeking ways to reach ethnic communities

The Routledge Companion to Ethnic Marketing Ahmad Jamal, Lisa Peñaloza, Michel Laroche, 2015-06-19 The globalization of marketing has brought about an interesting paradox as the discipline becomes more global the need to understand cultural differences becomes all the more crucial This is the challenge in an increasingly international marketplace and a problem that the world s most powerful businesses must solve From this challenge has grown the exciting discipline of ethnic marketing which seeks to understand the considerable opportunities and challenges presented by cultural and ethnic diversity in the marketplace To date scholarship in the area has been lively but disparate This volume brings together cutting edge research on ethnic marketing from thought leaders across the world Each chapter covers a key theme reflecting the increasing diversity of the latest research including models of culture change parenting and socialization responses to web and advertising role of space and social innovation in ethnic marketing ethnic consumer decision making religiosity differing attitudes to materialism acculturation targeting and ethical and public policy issues The result is a solid framework and a comprehensive reference point for consumer researchers students and practitioners

Ethnic Marketing Guilherme Pires, John Stanton, 2018-12-17 Together with the development of transformative technologies that epitomize globalization the ongoing movements of people across borders and other socio economic pressures are creating a fast changing business environment that is difficult for

business to understand let alone control Dominant social expectations that immigrants should seek to adopt an assimilationist socialization path towards the host country's mainstream are contradicted by minority ethnic group resilience There is no evidence that these groups naturally disappear within the cultural and behavioural contexts of their adopted countries Since ethnic minority consumers cannot be expected to assimilate then they maintain some significant degree of unique ethnicity related consumer characteristics that convert into threats and opportunities for business The inherent socialisation process also provides opportunities for ethnic entrepreneurship and for proliferation of ethnic minority business Following from the extensive examination of scholarly perspectives of ethnic marketing theory there is an acknowledged and marked divide between theoretical exhortations and what is done in practice a relative oversight of the implications of mixed embedded markets and a propinquity to overlook the crucial role played by ethnic entrepreneurship and ethnic networks Opportunity valuations are difficult to enact due to a lack of intelligence about ethnic markets Variable sentiment about the future of ethnic marketing links to different predictions on how the drivers of globalization will impact on the acculturation paths of ethnic minorities Keeping a focus on the ethnic group as the unit of analysis combining ethnic marketing and ethnic entrepreneurship theories provides intelligence about contemporary ethnic marketing and practice perspectives The ultimate objective is to reduce the theory practice divide through the development of a collaborative framework between business and scholars that converts into theory in use

Foreign Languages in Advertising Jos Hornikx, Frank van Meurs, 2019-12-17

This book presents a comprehensive account of the use and effects of foreign languages in advertising Based on consumer culture positioning strategies in marketing three language strategies are presented foreign language display to express foreignness English to highlight globalness and local language to appeal to ethnicity for instance Spanish for Hispanics in the USA The book takes a multidisciplinary approach integrating insights from both marketing and linguistics presenting both theoretical perspectives e.g. Communication Accommodation Theory Conceptual Feature Model Country of origin effect Markedness Model Revised Hierarchical Model and empirical evidence from content analyses and experimental studies The authors demonstrate that three concepts are key to understanding foreign languages in advertising language attitudes language product congruence and comprehension The book will appeal to students and researchers in the fields of sociolinguistics applied linguistics psycholinguistics marketing and advertising

The SAGE Encyclopedia of Economics and Society Frederick F. Wherry, Juliet B. Schor, Consulting Editor, 2015-09-01 Economics is the nexus and engine that runs society affecting societal well being raising standards of living when economies prosper or lowering citizens through class structures when economies perform poorly Our society only has to witness the booms and busts of the past decade to see how economics profoundly affects the cores of societies around the world From a household budget to international trade economics ranges from the micro to the macro level It relates to a breadth of social science disciplines that help describe the content of the proposed encyclopedia which will explicitly approach economics through varied disciplinary lenses Although

there are encyclopedias of covering economics especially classic economic theory and history the SAGE Encyclopedia of Economics and Society emphasizes the contemporary world contemporary issues and society Features 4 volumes with approximately 800 signed articles ranging from 1 000 to 5 000 words each are presented in a choice of print or electronic editions Organized A to Z with a thematic Reader s Guide in the front matter groups related entries Articles conclude with References Future Readings to guide students to the next step on their research journeys Cross references between and among articles combine with a thorough Index and the Reader s Guide to enhance search and browse in the electronic version Pedagogical elements include a Chronology of Economics and Society Resource Guide and Glossary This academic multi author reference work will serve as a general non technical resource for students and researchers within social science programs who seek to better understand economics through a contemporary lens

Undocumented Storytellers Sarah C. Bishop,2019 Undocumented Storytellers offers a critical exploration of the ways undocumented immigrant activists harness the power of storytelling to mitigate the fear and uncertainty of life without legal status and to advocate for immigration reform Sarah C Bishop chronicles the ways young people uncover their lack of legal status experientially through interactions with parents in attempts to pursue rites of passage reserved for citizens and as audiences of political and popular media She provides both theoretical and pragmatic contextualization as activist narrators recount the experiences that influenced their decisions to cultivate public voices Bishop draws from a mixed methodology of in depth interviews with undocumented immigrants from eighteen unique nations of origin critical rhetorical ethnographies of immigrant rights events and protests and narrative analysis of immigrant produced digital media to interrogate the power and limitations of narrative activism Autobiographical immigrant storytelling refutes mainstream discourse on immigration and reveals the determination of individuals who elsewhere have been vilified by stereotype and presupposition Offering an unparalleled view into the ways immigrants stories appear online Bishop illuminates digital narrative strategies by detailing how undocumented storytellers reframe their messages when stories have unintended consequences The resulting work provides broad insights into the role of strategic framing and autobiographical story sharing in advocacy and social movements

Names and Naming Oliviu Felecan,Alina Bugheșiu,2021-08-19 This edited book examines names and naming policies trends and practices in a variety of multicultural contexts across America Europe Africa and Asia In the first part of the book the authors take theoretical and practical approaches to the study of names and naming in these settings exploring legal societal political and other factors In the second part of the book the authors explore ways in which names mirror and contribute to the construction of identity in areas defined by multiculturalism The book takes an interdisciplinary approach to onomastics and it will be of interest to scholars working across a number of fields including linguistics sociology anthropology politics geography history religion and cultural studies

Cross-Cultural Marketing Dawn Burton,2008-11-21 This groundbreaking new book offers a sophisticated approach to the challenges of developing marketing theories and practices that take into account the need for

cross cultural marketing in multi cultural societies *Thriving in a New World Economy* Kirk Plangger, 2015-10-20 This volume includes the full proceedings from the 2012 World Marketing Congress and Cultural Perspectives in Marketing held in Atlanta Georgia with the theme Thriving in a New World Economy The focus of the conference and the enclosed papers is on global marketing thought issues and practices This volume presents papers on various topics including marketing management marketing strategy and consumer behavior Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy's flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science **Narrative Theory and Therapy in the Post-Truth Era** Yılmaz, Recep, Koç, Bozkurt, 2022-05-20 Narrative theory goes back to Plato It is an approach that tries to understand the abstract mechanism behind the story This theory has evolved throughout the years and has been adopted by numerous domains and disciplines Narrative therapy is one of many fields of narrative that emerged in the 1990s and has turned into a rich research field that feeds many disciplines today Further study on the benefits opportunities and challenges of narrative therapy is vital to understand how it can be utilized to support society Narrative Theory and Therapy in the Post Truth Era focuses on the structure of the narrative and the possibilities it offers for therapy as well as the post modern sources of spiritual conflict and how to benefit from the possibilities of the narrative while healing them Covering topics such as psychotherapy cognitive narratology art therapy and narrative structures this reference work is ideal for therapists psychologists communications specialists academicians researchers practitioners scholars instructors and students *Dimensions of Advertising Theory and Practice in Africa* Rotimi Williams Olatunji, 2013-09-30 his book brings together cutting edge research by leading African communication and media theorists to provide a broad but detailed survey of the history and present state of the art of advertising in Africa The book is a thought provoking reminder of the variety of approaches to the study of marketing communication on a continent where advertising is often taken for granted From indigenous African forms of advertising by street criers wall paintings and even olfactory appeals to the latest experiments in integrated marketing communication via the Internet home videos smartphones and social media Dimensions of Advertising Theory and Practice in Africa is a comprehensive survey both of Africa's contributions to the globalized advertising industry and of the industry's profound affect on African economies and cultures The first collection of its kind the book marks an important moment in the study of marketing communication in Africa It will be an essential text for years to come *Transcultural Marketing for Incremental*

and Radical Innovation Christiansen, Bryan,Yıldız, Salih,Yıldız, Emel,2013-11-30 As technology continues to drive innovation and impact societies across multiple national boundaries and cultures new approaches towards marketing products must be created and implemented to be successful in an era of hypercompetition Transcultural Marketing for Incremental Radical Innovation provides in depth discussion on tactics for improving existing products while inventing completely new products and product categories This publication will prove to be helpful for scholars practitioners and university students who wish to better understand the importance of marketing products and services across different cultures and multiple languages

Nutrition Education: Linking Research, Theory, and Practice Isobel R. Contento,Pamela A Koch,2020-01-22 Each new print copy of Nutrition Education Fourth Edition includes access to the Navigate Companion Website which includes worksheets in writable PDF format practice quizzes interactive flashcards and interactive glossary The fourth edition of Nutrition Education Linking Research Theory and Practice provides a straightforward user friendly model for designing effective nutrition education programs that address the personal and environmental factors affecting individuals food choices and assists them in adopting healthy behaviors throughout their lifetime Built around the six step DESIGN process the Fourth Edition integrated research theory and practice and provides advice and direction on designing implementing and evaluating theory based nutrition education This text is divided into three parts Part I describes the key elements of success for nutrition education as well as the major theories that can be used in nutrition education intervention Part II features

The Role of Language and Symbols in Promotional Strategies and Marketing Schemes Epure, Manuela,Mihăeș, Lorena Clara,2018-09-28 In the increasingly competitive global market successful and meaningful intercultural advertising plays a key role in reaching out to consumers from diverse language and cultural backgrounds Therefore it is crucial for individuals and businesses to be able to navigate the field of marketing communications to cut through the noise in a consumerist society to persuade their target audience The Role of Language and Symbols in Promotional Strategies and Marketing Schemes provides emerging research exploring the theoretical and practical aspects of the power of words and symbols used in promotional strategies and marketing schemes Featuring coverage on a broad range of topics such as shock advertising branding and celebrity endorsement this book is ideally designed for marketers managers business professionals academicians researchers and graduate level students seeking current research on the use of language and symbols in marketing tactics

Marketing in Developing Economies Justus M. Munyoki,Joseph Odhiambo Owino,Dr. Victor M. Ndambuki , The book focuses on marketing practices in the developing countries with a special focus on Africa The Book is divided into 15 chapters covering various aspects of the marketing The authors have as much as possible used local African examples Each chapter has at least two cases one at the beginning and another towards the end with one or a few questions to assist the reader reflect on the case The authors have tried to use very practical cases that make it quite easy for the reader to understand and follow Academicians will find this book very useful especially in tackle marketing issues within the

African Context Practitioners will equally find it very useful as it offers very practical suggestions on how to solve marketing problems especially in the developing countries *International Journal of Market Research* ,2009 **Health Behavior** Karen Glanz,Barbara K. Rimer,K. Viswanath,2024-09-11 The essential health behavior text updated with the latest theories research and issues Health Behavior Theory Research and Practice provides a thorough introduction to understanding and changing health behavior important facets of the public health role Since the publication of the first edition this comprehensive book has become the gold standard of health behavior texts This new sixth edition has been updated to reflect the most recent changes in the public health field including findings from real world interventions based on the theories described in the book Offering perspective applicable at the individual interpersonal group and community levels this essential guide gives public health students and practitioners an authoritative reference for both the theoretical and practical aspects of health behavior Explore the link between culture health and the importance of community Get up to date on emerging theories of health behavior and their applications Examine the push toward evidence based interventions and focus on diverse populations Learn how e health and social media factor into health communication Written and edited by leading theorists and researchers in the field Health Behavior builds a solid understanding of how to analyze and improve health behaviors and health *Fertility Counseling: Clinical Guide* Sharon N. Covington,2022-12-08 The second edition of the essential guide for reproductive professionals is now available in a Clinical Guide and a Case Studies Guide presenting the most current knowledge on counseling diverse patients amidst rapidly advancing modern technology Follow an in depth presentation of clinical concepts in this Clinical Guide for a foundational understanding of the medical and psychosocial experience of fertility treatment Explore the areas of reproductive psychology therapeutic approaches assessment and preparation in assisted reproduction addressing the needs of diverse populations and clinical practice issues Featuring new topics such as transgender ART recurrent pregnancy loss post partum adjustment and the pregnant therapist Then in Case Studies discover the accessible real world experiences and perspectives as leading international practitioners share their stories applying clinical concepts to treatment practice An essential aid for medical and mental health professionals this comprehensive guide allows clinicians to develop and refine the skills required to address the increasingly complex psychosocial needs of fertility patients **Interracial Communication** Mark P. Orbe,Tina M. Harris,2013-12-13 Interracial Communication Theory Into Practice Third Edition by Mark P Orbe and Tina M Harris guides readers in applying the contributions of recent communication theory to improving everyday communication among the races The authors offer a comprehensive practical foundation for dialogue on interracial communication as well as a resource that stimulates thinking and encourages readers to become active participants in dialogue across racial barriers Part I provides a foundation for studying interracial communication and includes chapters on the history of race and racial categories the importance of language the development of racial and cultural identities and current and classical theoretical approaches Part II applies

this information to interracial communication practices in specific everyday contexts including friendships romantic relationships the mass media and organizational public and group settings This Third Edition includes the latest data new research studies and examples all new photos and important new topics

Indigenous Empowerment through Human-Machine Interactions Indrajit Ghosal, Swati Gupta, Sudhir Rana, Dipak Saha, 2025-04-30 Indigenous Empowerment through Human Machine Interactions serves as a bridge between academia policymaking and Indigenous leadership offering a practical guide for policymakers and professionals seeking to engage with Indigenous communities in meaningful ways

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