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South American, Asian and
African Perspectives

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South American, Asian and African Perspectives in Fashion Marketing: Conclusion and Research Agenda

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Abstract

Emerging economies are an area of interest on account of the projected growth of these markets, and the resultant investment opportunities they present to both global and local businesses; as well as the research data they offer to the growing global fashion research community. This is the concluding chapter of Volume 2 of fashion marketing in emerging market, highlighting the plethora of information present in regions such as South Asia, Africa, South America and the Middle East. This chapter will highlight the key points of each chapter, elucidate the key findings in the chapter, discuss the implications of each respective study, identify limitations present in each work and present potential avenues for future research on the themes being discussed. We hope readers will find the chapters in this book both enriching and thought-provoking and that the insights provided in the collection of research materials will enhance the understanding in this area, inspire further interest in fashion marketing, provide a basis for sound management decisions and stimulate new ideas for future research.

Keywords

- **Fashion marketing**
- **Emerging economies**
- **South American**
- **Asian and African**
- **Conclusion**
- **Research agenda**

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