



PALGRAVE STUDIES OF
MARKETING IN EMERGING ECONOMIES

Fashion Marketing in Emerging Economies Volume II

South American, Asian and
African Perspectives

Edited by Frederica Brooksworth
Emmanuel Mogaji · Genevieve Bosah



palgrave
macmillan

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

- [Frederica Brooksworth](#),
- [Emmanuel Mogaji](#) &
- [Genevieve Bosah](#)

- Chapter
- [First Online: 13 December 2022](#)

- **29** Accesses
- **1** [Altmetric](#)

Part of the [Palgrave Studies of Marketing in Emerging Economies](#) book series (PSMEE)

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**

This is a preview of subscription content, [access via your institution](#).

References

-
- Adapa, S., & Yarram, S. R. (2021). Communication of CSR practices and apparel industry in India—Perspectives of companies and consumers. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion marketing in emerging economies—Strategies, tools and insights for fashion brands*. Springer.

[Google Scholar](#)

-
- Adjabeng, H. A. (2021). Sustainable fashion in Ghana: An exploratory study of fashion designers' knowledge, practices, and challenges. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion marketing in emerging economies—Strategies, tools and insights for fashion brands*. Springer.

[Google Scholar](#)

-
- Ala, M., Rasul, T., & Nair, S. (2021). The power of neuromarketing: Taking luxury fashion marketing in Southeast Asia markets to a whole new level. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion marketing in emerging economies—Strategies, tools and insights for fashion brands*. Springer.

[Google Scholar](#)

-
- Appiah-Nimo, K. (2021). South Africa: A snapshot of contemporary retail. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion marketing in emerging economies—Strategies, tools and insights for fashion brands*. Springer.

[Google Scholar](#)

-
- Bardey, A., & Nessim, Y. (2021). The rise of female empowerment in Egypt: The fashion psychology behind their attire and armour. In F. Brooksworth, E. Mogaji, &

G. Bosah (Eds.), *Fashion marketing in emerging economies—Strategies, tools and insights for fashion brands*. Springer.

[Google Scholar](#)

- Bardey, A., Turner, R., & Mehdiratta, U. (2021). Fashioning the future generation: Generation Z Indian consumers' attitudes towards Western and Indian Fashion. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion marketing in emerging economies—Strategies, tools and insights for fashion brands*. Springer.
-

[Google Scholar](#)

- Bardey, A., Turner, R., Mehdiratta, U. (2022). Fashioning the future generation: Generation Z Indian consumers' attitudes towards Western and Indian Fashion. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion Marketing in Emerging Economies (Volume 2) – South American, Asian and African Perspectives*. Cham: Springer.
-

[Google Scholar](#)

- Brooksworth, F., Mogaji, E., & Bosah, G. (2022a). Fashion marketing in emerging economies: An introduction. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion marketing in emerging economies (volume 1)—Brand, consumer and sustainability perspectives*. Springer.
-

[Google Scholar](#)

- Brooksworth, F., Mogaji, E., & Bosah, G. (2022b). Fashion marketing in emerging economies: Conclusion and research agenda. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion marketing in emerging economies (volume 1)—Brand, consumer and sustainability perspectives*. Springer.
-

[Google Scholar](#)

- Camacho, G. (2021). Sustainable fashion: The case of a Mexican BCorp. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion marketing in emerging economies—Strategies, tools and insights for fashion brands*. Springer.
-

[Google Scholar](#)

- Gökerik, M., Gürbüz, A., Erkan, I., Mogaji, E., & Sap, S. (2018). Surprise me with your ads! The impacts of guerrilla marketing in social media on brand image. *Asia Pacific Journal of Marketing and Logistics*, 30(5), 1222–1238. <https://doi.org/10.1108/APJML-10-2017-0257>
-

[CrossRef Google Scholar](#)

- Griffin, C. (2021). Fashion analytics in Africa & Middle East: Strategies, tools and, insights for fashion brands. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion marketing in emerging economies—Strategies, tools and insights for fashion brands*. Springer.
-

[Google Scholar](#)

- Huang, R., Lee, S. H., Kim, H., & Evans, L. (2015). The impact of brand experiences on brand resonance in multi-channel fashion retailing. *Journal of Research in Interactive Marketing*, 9(2), 129–147. <https://doi.org/10.1108/JRIM-06-2014-0042>
-

[CrossRef Google Scholar](#)

- Jacob, R. (2021). Fashion weeks & customer experiences in emerging markets. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion marketing in emerging economies—Strategies, tools and insights for fashion brands*. Springer.
-

[Google Scholar](#)

- Joseph, D. (2021). Towards understanding how Nigerian fashion brands influences customer purchasing behaviour. A case study of Nigerian fashion brands. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion marketing in emerging economies—Strategies, tools and insights for fashion brands*. Springer.
-

[Google Scholar](#)

- Kaur, J., Mogaji, E., Wadera, D., & Gupta, S. (2022). Sustainable consumption practices in Indian households: A saga of environment management linked to Indian ethos and generational differences. *Society and Business Review*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/SBR-08-2021-0132>
 - Kay, P., & Young, C. (2021). Afloat in a changing COVID-19 world: The rise of artisanal fashion in India for brand story relevance in challenging times. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion marketing in emerging economies—Strategies, tools and insights for fashion brands*. Springer.
-

[Google Scholar](#)

- Kay, P., Young, C. (2022). Afloat in a changing COVID-19 world: The rise of artisanal fashion in India for brand story relevance in challenging times. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion Marketing in Emerging Economies (Volume 2) – South American, Asian and African Perspectives*. Cham: Springer.
-

[Google Scholar](#)

- Kharuhayothin, T., & Patarapongsant, Y. (2021). Will I follow my ideal self everywhere? Exploring consumers' perceptions towards fast fashion influencers on

Instagram. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion marketing in emerging economies—Strategies, tools and insights for fashion brands*. Springer.

[Google Scholar](#)

- Lang, C., & Liu, C. (2019). The entrepreneurial motivations, cognitive factors, and barriers to become a fashion entrepreneur: A direction to curriculum development for fashion entrepreneurship education. *International Journal of Fashion Design, Technology and Education*, 12(2), 235–246.
-

[CrossRef Google Scholar](#)

- Mackie, L., & Campbell, D. (2021). Sustainability in the supply chain. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion marketing in emerging economies—Strategies, tools and insights for fashion brands*. Springer.
-

[Google Scholar](#)

- Mogaji, E. (2020). Impact of COVID-19 on transportation in Lagos, Nigeria. *Transportation Research Interdisciplinary Perspectives*, 6, 100154.
-

[CrossRef Google Scholar](#)

- Mogaji, E. (2021). *Brand management*. Springer.
-

[CrossRef Google Scholar](#)

- Mogaji, E., Adeola, O., Adisa, I., Hinson, R. E., Mukonza, C., & Kirgiz, A. C. (2022). Green marketing in emerging economies: Communication and brand perspective: An introduction. In E. Mogaji, O. Adeola, I. Adisa, R. E. Hinson, C. Mukonza, & A. C. Kirgiz (Eds.), *Green marketing in emerging economies* (Palgrave Studies of Marketing in Emerging Economies) (pp. 1–16). Palgrave Macmillan. https://doi.org/10.1007/978-3-030-82572-0_1
-

[CrossRef Google Scholar](#)

- Mukonza, C., Hinson, R. E., Adeola, O., Adisa, I., Mogaji, E., & Kirgiz, A. C. (2021). Green marketing: An introduction. In C. Mukonza, R. E. Hinson, O. Adeola, I. Adisa, E. Mogaji, & A. C. Kirgiz (Eds.), *Green marketing in emerging markets* (Palgrave Studies of Marketing in Emerging Economies) (pp. 3–14). Palgrave Macmillan. https://doi.org/10.1007/978-3-030-74065-8_1
-

[CrossRef Google Scholar](#)

- Nayak, R., Akbari, M., & Far, S. (2019). Recent sustainable trends in Vietnam's fashion supply chain. *Journal of Cleaner Production*, 225, 291–303.
-

[CrossRef Google Scholar](#)

- Nguyen, P. N., & Mogaji, E. (2021b). Emerging economies in fashion global value chain: Brand positioning and managerial implications. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion marketing in emerging economies—Strategies, tools and insights for fashion brands*. Springer.

[Google Scholar](#)

- Nguyen, P. N., & Mogaji, E. (2021c). A theoretical framework for the influence of green marketing communication on consumer behaviour in emerging economies. In E. Mogaji, O. Adeola, I. Adisa, R. Hinson, C. Mukonza, & A. Can (Eds.), *Green marketing in emerging economies*. Palgrave Macmillan.

[Google Scholar](#)

- Pstyled, Y. N. & Bardey, A. (2022) The Rise of Female Empowerment in Egypt: The Fashion Psychology behind their Attire and Armour. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion Marketing in Emerging Economies (Volume 2) – South American, Asian and African Perspectives*. Cham: Springer.

[Google Scholar](#)

- Sandes, F.S. (2022). A Closer Look at the Menswear Market in Brazil. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion Marketing in Emerging Economies (Volume 2) – South American, Asian and African Perspectives*. Cham: Springer.

[Google Scholar](#)

- Sestino, A. (2021). Fashion brands and emerging markets opportunities: A literature review from a consumer behaviour perspective. In F. Brooksworth, E. Mogaji, & G. Bosah (Eds.), *Fashion marketing in emerging economies—Strategies, tools and insights for fashion brands*. Springer.

[Google Scholar](#)

[Download references](#)

Author information

Authors and Affiliations

1. **Fashion Education Group, London, UK**
Frederica Brooksworth
2. **Greenwich Business School, University of Greenwich, London, UK**
Emmanuel Mogaji
3. **University of Hertfordshire, Hertfordshire, UK**

Genevieve Bosah
Corresponding author
Correspondence to [Frederica Brooksworth](#).

Editor information

Editors and Affiliations

- 1. Fashion Education Group, London, UK**
Frederica Brooksworth
- 2. Greenwich Business School, University of Greenwich, London, UK**
Emmanuel Mogaji
- 3. University of Hertfordshire, Hatfield, UK**
Genevieve Bosah

Rights and permissions

[Reprints and Permissions](#)

Copyright information

© 2023 The Author(s), under exclusive license to Springer Nature Switzerland AG

About this chapter

Cite this chapter

Brooksworth, F., Mogaji, E., Bosah, G. (2023). South American, Asian and African Perspectives in Fashion Marketing: Conclusion and Research Agenda. In: Brooksworth, F., Mogaji, E., Bosah, G. (eds) Fashion Marketing in Emerging Economies Volume II. Palgrave Studies of Marketing in Emerging Economies. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-031-07078-5_10

Download citation

- [.RIS](#)
- [.ENW](#)
- [.BIB](#)
- DOI https://doi.org/10.1007/978-3-031-07078-5_10
- Published 13 December 2022
- Publisher Name Palgrave Macmillan, Cham
- Print ISBN 978-3-031-07077-8

- Online ISBN978-3-031-07078-5
- eBook Packages [Business and Management Business and Management \(R0\)](#)