



Product and Market Development For Subsistence Marketplaces

ADVANCES IN INTERNATIONAL MANAGEMENT – VOLUME 20

Edited by: José Antonio Rosa, University of Illinois at Chicago, USA
Madhu Viswanathan, University of Illinois at Urbana-Champaign, USA



ADVANCES IN INTERNATIONAL MANAGEMENT
VOLUME 20

PRODUCT AND MARKET DEVELOPMENT FOR SUBSISTENCE MARKETPLACES

JOSÉ ANTONIO ROSA
MADHUBALAN VISWANATHAN
Volume Editors

JOSEPH L. C. CHENG
MICHAEL A. HITT
Series Editors

This volume provides a more detailed and profound understanding of an important and, until recently ignored, global phenomenon – marketplaces where individuals living in subsistence buy and sell products and services. Subsistence consumers are individuals and families living in substandard housing, with minimal education, having inadequate access to sanitation, potable water, and/or health care, and earning minimal incomes. It is estimated that as many as 4 billion people with buying power exceeding \$14 trillion fall into this market segment. Historically, management and marketing practice and scholarship on subsistence markets has been primarily informed by economic development theories at the policy level, and theories of market segmentation and consumer behavior based on research conducted among consumers from industrialized economies. Such research is rooted in fundamental assumptions about literacy and numeracy skills, life stability, cognitive predilections, and consumer access to basic resources such as education, water, and sanitation that often do not hold for subsistence marketplaces. Responding to calls for responsible marketing and management for this mostly ignored population, and to the rising interest in subsistence marketplace strategies as integral to corporate sustainability initiatives, we present a collection of articles that describe subsistence consumers and entrepreneurs, and inform us on better ways to understand, reach, and empower them. We also include chapters that describe what has and has not worked among companies and organizations already focused on subsistence marketplaces, and that has provided us with grounded insights and advice on how companies and organizations should proceed in the future. The potential to do well by doing good in subsistence marketplaces is very high, and our hope for this volume is to jumpstart the development of new theories, frameworks, and models that address both consumption and entrepreneurship in subsistence markets.



TABLE OF CONTENTS:

1. Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literacy and Resource Barriers

Section 1: Subsistence Consumers – Getting to Know Them

2. Understanding Product and Market Interactions in Subsistence Marketplaces: A Study in South India
3. A Family Systems Interpretation of How Subsistence Consumers Manage: The Case of South Africa
4. Potential Vulnerabilities of U.S. Subsistence Consumers to Persuasive Marketing Communications
5. Understanding Subsistence Marketplaces: Exploring the Contributions of Participatory Action Research

Section 2: Entrepreneurship in Subsistence Marketplaces

6. Impact of Entrepreneurship Development Through Corporate Interventions: An Assessment of the Case of HLL's Project Shakti
7. Participatory Research Methods for Subsistence Consumers
8. Micro-Credit Through the Feminist Lens: Towards a More Equitable Approach to Social Entrepreneurship

Section 3: Marketing and Management in Subsistence Marketplaces

9. Marketing in Subsistence Markets: Innovation through Decentralization and Externalization
10. Market Orientation and Performance in Low Income Countries: The Case of Zimbabwean Retailers
11. Unilever's Business in India's Subsistence Economies

Section 4: Policy Issues in Subsistence Marketplaces

12. Towards More Responsive Organizations: Openness to Change and Culture Preservation in Subsistence and Developing Economies
13. Consumption and Environmental Degradation: A Long Term View
14. Market Disintermediation and Producer Value Capture: The Case of Fair Trade Coffee in Nicaragua, Peru and Guatemala

Pub year 2007 ; ISBN 13: 978-0-7623-1396-9 ; 360 Pages ; Hardback ; Price: \$99.95 / £57.99 / €2.95

For more information on this book and our entire Business, Management and Accounting program, please visit:
www.elsevierBusinessandManagement.com

ORDERING DETAILS:

In the Americas, Asia & Australia
Elsevier Science Order Fulfillment
1180 Westline Drive, St. Louis, MO 63146
Toll free in North America 1-800-545-2522 / Fax 1-800-535-9935
Outside North America 1-314-453-7010 / Fax 1-314-453-7095

In the Americas, Asia & Australia
Elsevier Science Order Fulfillment
1180 Westline Drive, St. Louis, MO 63146
Toll free in North America 1-800-545-2522 / Fax 1-800-535-9935
Outside North America 1-314-453-7010 / Fax 1-314-453-7095

For secure online ordering: www.books.elsevier.com

Reference Promo Code# 89124/APU7 to get a 20% DISCOUNT