

Chapter 16

Ethnocentric Marketing Among Youth: An Emerging Approach to Sustainable Marketing – A Bibliographic Analysis on Current Trends and Issues

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ABSTRACT

This paper presents a comprehensive bibliographic analysis of the evolving landscape of ethnocentric marketing strategies targeted at the youth demographic. Focusing on the years 2013 to 2022, the study explores the emergence and evolution of ethnocentric marketing as a sustainable approach within the dynamic context of youth-oriented markets. The paper synthesizes a wealth of scholarly literature, offering insights into the current trends and issues surrounding ethnocentric marketing strategies. The analysis begins by examining the theoretical foundations and

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conceptual frameworks that underpin ethnocentric marketing, shedding light on its relevance and effectiveness in capturing the attention and loyalty of the youth consumer segment. By synthesizing the findings, this paper contributes to the ongoing discourse on sustainable marketing practices and offers valuable insights for marketers, researchers, and policymakers seeking to navigate the evolving landscape of youth-focused ethnocentric marketing.

INTRODUCTION

In an increasingly interconnected and diverse global marketplace, understanding the dynamics of consumer behavior is paramount for businesses seeking to effectively target and engage their target audience. One significant aspect of consumer behavior that has garnered considerable attention over the past decade is the phenomenon of “Ethnocentric Marketing.” This research paper delves into the intricate world of Ethnocentric Marketing among youth, with a focus on the years from 2013 to 2022. It seeks to provide a comprehensive bibliographic analysis of the current trends and issues within this domain, shedding light on the evolving consumer preferences and market strategies that have shaped the landscape of youth-oriented marketing during this pivotal period.

The study's scope is timely and relevant, as it offers critical insights into the consumer choices, values, and ethnocentric tendencies that influence the marketing strategies employed by businesses targeting the ever-vibrant and influential youth demographic. Moreover, by examining the literature and research conducted over the past decade, this paper aims to offer a comprehensive overview of the challenges and opportunities encountered by marketers seeking to connect with youth who are increasingly driven by a strong sense of identity, culture, and social consciousness. In doing so, this research paper intends to contribute to a deeper understanding of the intricate interplay between ethnocentric marketing, youth culture, and the broader market dynamics, thus providing valuable guidance for businesses aiming to navigate and excel in this complex and dynamic landscape.

In an era marked by unprecedented connectivity and cultural exchange, the landscape of marketing has undergone a profound transformation. The emergence of ethnocentric marketing, particularly among the dynamic demographic of youth, presents a compelling paradigm shift in the realm of sustainable marketing practices. This paper undertakes a comprehensive bibliographic analysis spanning the years 2013 to 2022, exploring the current trends and issues associated with ethnocentric marketing among youth.

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