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**EMERGING  
TRENDS**

**IN CONSUMER  
BEHAVIOUR IN  
THE SERVICE  
SECTOR**



# **Emerging Trends in Consumer Behaviour in the Service Sector**

**Saloomeh Tabari, Nazan Colmekcioglu  
and Wei Chen**



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# Contents

<b>1</b>	<b>From souvenirs to experiences and networking</b>	<b>1</b>
	Yukari Yamagishi	
<b>2</b>	<b>The role of resident's perception in sustainable community-centred tourism management</b>	<b>16</b>
	Marina Abad Galzacorta, Asunción Fernández-Villarán Ara, Ana Goytia Prat and Nagore Espinosa Uresandi	
<b>3</b>	<b>Chinese customers' attitudes towards sustainable practices in luxury resort hotels and their behavioural intention to pay</b>	<b>33</b>
	Minhan Wang and Saloomeh Tabari	
<b>4</b>	<b>Examining the role of sustainable luxury in the tourism sector</b>	<b>51</b>
	Rada Gutuleac, Alberto Ferraris, Cristian Rizzo	
<b>5</b>	<b>Tourism resources use pattern in the post pandemic era</b>	<b>71</b>
	Pankaj Kumar, S.K. Gupta, Madhurima and Neeraj Aggarwal	
<b>6</b>	<b>Anywhere workers and the sustainable development of tourist destinations</b>	<b>91</b>
	Micol Mieli and Malin Zillinger	
<b>7</b>	<b>Understanding luxury millennial consumption experiences as a means to improve brand value</b>	<b>120</b>
	Jonathan Wilson, Diana Tartakovska and Lika Baghdasaryan	
<b>8</b>	<b>Digital transformation and marketing in the fashion industry</b>	<b>138</b>
	Monika Zaborowska, Aleksandra Borowicz and Joanna Kuczevska	
<b>9</b>	<b>Consumer buying intention through apps</b>	<b>157</b>
	Poppy Herold and Saloomeh Tabari	
	<b>Index</b>	<b>187</b>

## Dedications

I dedicate this book to my best friend and confidante, Daniel and my parents Sarah and Mohsen, thank you for your constant love and support. You are my inspiration...

*Saloomeh Tabari*

Thanks to everyone who helped me so much during this very special time in my life. Special thanks to Jinping and the kids your love makes me strong.

*Wei Chen*

I dedicate this book to all my former students, whose curiosity, enthusiasm, and thirst for knowledge have been a constant source of inspiration. Your eagerness to learn, your insightful questions, and your relentless pursuit of understanding have fueled my passion for teaching and writing. It is an honour to have been a part of your educational journey, and I am grateful for the opportunity to continue sharing knowledge and insights with you all through this book. May you always approach life with the same curiosity and determination that you brought to my classrooms.

*Nazan Colmekcioglu*

## Introduction

Welcome to the forefront of consumer behaviour in the service sector, where innovation, technology, and shifting societal values converge to shape the landscape of customer experiences. In this book, we embark on a journey to explore the cutting-edge trends and transformations that are redefining the way consumers interact with service providers across various industries. From the rise of digital platforms to the growing emphasis on sustainability and personalization, understanding these emerging trends is essential for businesses seeking to stay ahead in an increasingly competitive marketplace. In the world of business today, it is essential to comprehend consumer behaviour, particularly for service industries that are impacted by factors such as artificial intelligence and sustainability. Consequently, the customer journey and decision-making processes have undergone significant changes. The recent pandemic has had a profound impact on consumers, altering their way of life and work (Milakovic, 2021), and making them increasingly mindful of the environment.

Consumer behaviour in the service sector has evolved significantly over time, driven by changes in technology, globalisation, and socio-cultural dynamics. From traditional brick-and-mortar establishments to the digital age of e-commerce and virtual experiences, we trace the evolution of consumer preferences and expectations and their impact on service providers' strategies and operations. The advent of digital technologies has revolutionised the way consumers interact with service providers, from booking appointments to accessing on-demand services. This book explores the disruptive impact of digital platforms, mobile apps, and artificial intelligence on consumer behaviour, as well as the opportunities and challenges they present for businesses across the service sector. In an era of information overload and personalised experiences, consumers increasingly expect tailored services that cater to their individual needs and preferences. We delve into the importance of personalisation and customisation in the service sector, highlighting how businesses can leverage data analytics, AI, and customer feedback to create bespoke experiences that resonate with their target audience.

As we navigate the ever-changing landscape of consumer behaviour in the service sector, one point is clear: the future belongs to those who embrace innovation, adapt to shifting consumer preferences, and prioritise the delivery of exceptional experiences. In this book, we have explored the emerging trends and transformations shaping the service sector, offering insights and strategies for businesses to thrive in an era of rapid change and disruption. By understanding the dynamics of consumer behaviour and embracing these emerging trends, service providers can unlock new opportunities for growth, differentiation, and success in the dynamic marketplace of tomorrow. This collection aims to delve into the impact of new trends and emerging technology in service sectors by shedding light on evolving needs and understanding consumer behaviour.

## References

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## Preface

This collection has been developed by researchers with expertise in consumer behaviour, including early career researchers who research to understand the world of service sectors. The book is structured to discuss not only the changes in consumption behaviour but also the broader considerations of emerging trends within consumer behaviour within the service sector. All chapters have been prepared by active researchers in the field and together provide a holistic view of current literature, with the intention of stimulating robust discussion.

This edited book has nine chapters covering a range of topics within the contemporary perspective and challenges within the service sector industry on emerging trends in consumer behaviour.

The book begins with an exploration of the role of customer experience. In Chapter 1, Yukari Yamagishi discuss the impact of souvenirs on experiences and networking in consumer culture on Japanese craft tourism. In Chapter 2, Marina Abad Galzacorta, Asunción Fernández-Villarán Ara, Ana Goytia Prat and Nagore Espinosa Uresandi discuss the role of residents' perception in a sustainable community.

In Chapter 3, Minhang Wang and Saloomeh Tabari delve into the topic of sustainable practices in luxury resort hotels and Chinese customers' intention to pay. In Chapter 4, Rada Gutuleac, Alberto Ferraris and Cristian Rizzo continue with sustainable luxury tourism and its interplay between cultural context and personality factors.

In Chapter 5, Kumar, S.K. Gupta, Madhurima, & Neeraj Aggarwal look at the pattern of tourist resources after the Covid-19 pandemic. In Chapter 6, Micoli Mieli and Malin Zillinger introduce the concept of 'work from anywhere' and the impact it has on developing sustainable tourist destinations, through a literature review system.

In Chapter 7, Jonathan Wilson, Diana Tartakovska and Lika Baghdasaryan explore the Millennial consumption habits in luxury airlines and how brands can improve their brand value. In Chapter 8, Monika Zaborowska, Aleksandra Borowicz and Joanna Kuczevska focus on the fashion industry and their marketing evaluation in an era of digital transformation and new technology.



In the final chapter of the book, Chapter 9, Poppy Herold and Saloomeh Tabari explore consumer behaviour buying intention through apps, by providing themes from existing literature.

*Saloomeh Tabari, Wei Chen, and Nazan Colmekcioglu.*

## The Editors and Contributors

**Dr Saloomeh Tabari** is a lecturer in Marketing and Strategy at Cardiff Business School, Cardiff University. Her research centres on customer experience, in particular intercultural communication and sensitivity in service and marketing. She has a special interest in issues relating to ‘cultural differences’, ‘cross-cultural’ and ‘cultural centrism’ and the provision of service and marketing to different customers to enhance their experiences and perceptions by adopting strategies based upon changes in consumer behaviour. She published research in various leading international academic journals, and books and presented at international conferences. She co-edited *Global Strategic Management in the Service Industry: A Perspective of the New Era* (Emerald Publishing), as well as *Celebrity, Social Media Influencers and Brand Performance- Exploring New Dynamics and Future Trends in Marketing* (Palgrave Publishing) and *Consumer Behaviour in Hospitality and Tourism Contemporary Perspectives and Challenges* (Routledge Publishing). She is on the editorial board of several international journals and associate editor of the *Journal of Islamic Marketing*.

**Dr Wei Chen**, is a senior lecturer at Sheffield Business School, Sheffield Hallam University, UK. From 1999 to 2002, Wei Chen served as the international business manager for British Oriental Development Associates Ltd., a British consultancy company. Subsequently, he established his own business in China before joining Sheffield Hallam University as an academic. His book, *International Hospitality Management*, co-authored with Alan Clarke, has been published in multiple languages, including English, French, and Portuguese. Additionally, Wei Chen has translated books such as *Trade Show and Event Marketing* into Chinese. In 2022, his latest book, *Global Strategic Management in the Service Industry: A Perspective of the New Era*, co-authored with Dr. Tabari, was published by Emerald. For a decade, Wei Chen has served as the chief overseas editor for ‘*Finance and Economy*,’ a prominent business magazine in China. He has conducted various consultancy projects, including a feasibility study of the Sheffield Chinatown project in collaboration with Dave Egan, funded by Sheffield City Council. He has also undertaken the ‘China’s economic impacts on Sheffield’ project, sponsored by HSBC.

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## The Contributors

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**Marina Abad Galzacorta** is Associate Professor in Tourism at the University of Deusto in the Faculty of Social and Human Sciences (Basque Country). She is accredited as teaching staff by Unibasq (Agency for Quality of the Basque University System) and member of *Leisure, Culture and Tourism for Social Transformation* research group which was recognised by the Basque Government (IT 1457-22). She has collaborated in research projects with several institutions and authored and co-authored

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**Asunción Fernández-Villarán** holds a PhD in Economics and Business Administration from the University of Deusto. She currently works as Lecturer and is the Coordinator of Tourism Degree at the University of Deusto (Bilbao, Spain). She has lectured in tourism and leisure in the undergraduate, post-graduate and doctorate programs. She is currently a member of the research group *Leisure, Culture and Tourism for Social Transformation*. Her scope of research focuses on Tourism, intermediation and distribution, marketing, management and tourism for all. She has headed several competitive research projects, has participated in international conferences, and has published several books, chapters and articles.

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**Pankaj Kumar**, Ph.D. is a seasoned tourism academician, researcher and consultant with over eight years of experience (teaching, research and industry). Prior to his joining at the Mizoram University, Government of India, he has served in Amity University, Noida, India (2018-2019), Arba Minch University, Ethiopia (2016-2018) and Himgiri ZEE University, Dehradun, India (2015-2016). He has successfully completed a research project funded by NITI Aayog, Government of India. Dr. Pankaj contributed to the key policy document *Sustainable Tourism in the Indian Himalayan Region* on the theme 'Development of Eco-Friendly and Cost-Effective Tourism in Hills' published by Niti Aayog, India. He is competent in the field of sustainable tourism management, ecotourism, community-based tourism, heritage tourism and tourism and hospitality business and market research. He has published 18 research papers in reputed national and international journals, 12 book chapters and 7 edited books. He is serving as a member of different academic committees, journal editorial board and reviewer for journals. Currently, he is also serving as a guest editor in *Journal of Tourism, India*.

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**Poppy Herold** has a BSc in Zoology (Reading) and a master's in Environment and Development (Cardiff). Studying at Cardiff allowed her to develop her interest in sustainability and the importance of considering the environment in societal and economic growth. Her master's dissertation explored the potential use of rental clothing schemes as an alternative to fast fashion.