Title of Article: Equity Theory: Another Precursor of Quality of Life Marketing.

Author(s): Adetiloye, K. A & Worlu, R. E.

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Abstract: Lee and Sirgy (2004) noted that Quality of Life (QOL) marketing is a concept originating from a set of philosophical foundations in marketing thought. These foundations, according to them, are societal marketing, relationship marketing, and stakeholder theory. But our present study captures “Equity Theory” as another critical foundation of QOL marketing. Confirmatory factor analysis and structural equation modeling are used to substantiate the relationship between Equity Theory and QOL marketing. The research findings, which are based on a survey of over 300 QOL marketers, suggest that Equity theory explains a significant proportion of the variance of the degree of QOL marketing programme implementation. The paper concludes with the implications of these findings with respect to the explanatory power of the equity theory in the context of QOL marketing strategy.