

ISBN 978-0-13-035954-2 ISBN 978-0-13-035955-9 ISBN 978-0-13-035956-6 ISBN 978-0-13-035957-3



Interpreting Consumer Choice

The Behavioral Perspective Model



GORDON R. FODOR

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Nice Book Consumer Routledge Interpretive Marketing Research

**Franck Cochoy, Johan
Hagberg, Magdalena Petersson
McIntyre, Niklas Sörum**

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Consumer Value Morris Holbrook, 2002-03-11 As shoppers what factors influence our decision to purchase an object or service Why do we chose one product over another How do we attribute value as part of the shopping experience The theme of serving the customer and customer satisfaction is central to every formulation of the marketing concept yet few books attempt to define and analyse exactly what it is that consumers want In this provocative collection of essays Morris Holbrook brings together a team of the top US and European scholars to discuss an issue of great importance to the study of marketing and consumer behaviour This ground breaking interdisciplinary book provides an innovative framework for the study of consumer value which is used to critically examine the nature and type of value that consumers derive from the consumption experience efficiency excellence status esteem play aesthetics ethics spirituality Guaranteed to provoke debate and controversy this is a courageous individualistic and idiosyncratic book which should appeal to students of marketing consumer behaviour cultural studies and consumption studies

Understanding Green Consumer Behaviour Sigmund A. Wagner, 2003 Through the study of green environmentally friendly consumers this book incorporates original groundbreaking anthropological and cognitive research to examine basic aspects of the workings of the human mind

Consumer Behavior Morris B. Holbrook, 2024-12-02 Consumer Behavior presents an autobiographical view of Morris B Holbrook s contributions to the study of consumer behavior describing his life and work over the past 60 years via a collection of subjective personal introspective essays This new collection extends enlarges and elaborates on the insights garnered over Holbrook s career to provide a lively and thought provoking exploration of the evolution of consumer research Using Subjective Personal Introspection SPI Holbrook shares aspects of his own journey in developing insights into such topics as the consumption experience consumer value the jazz metaphor marketing education and various controversies that have interested the scholarly community Early chapters portray Holbrook s evolution in college graduate school and faculty membership while later chapters trace his approaches to understanding the role of consumption as the essence of the human condition Throughout SPI is used to illuminate the ways in which academic struggles have led toward deeper understandings of consumers Readers with an interest in the autobiographical details of how ideas develop and emerge in an area such as consumer research including doctoral students or faculty members in the field of marketing will find enlightenment and inspiration in contemplating the mis adventures of a fellow traveler

The Undermining of Beliefs in the Autonomy and Rationality of Consumers John O'Shaughnessy, Nicholas O'Shaughnessy, 2007-11-08 This book examines modern consumption focusing on concepts of autonomy and rationality The authors adopt a moderating perspective reviewing and critiquing attacks on these concepts in order to work towards a more nuanced view of the consumer

Interpreting Consumer Choice Gordon Foxall, 2009-09-10 This book presents a structured approach to consumer research showing how a simple framework that embodies the rewards and costs associated with consumer choice can be used to interpret a wide range of consumer

behaviours The Wiley Blackwell Encyclopedia of Consumption and Consumer Studies Daniel Thomas Cook, J. Michael Ryan, 2015-03-02 With entries detailing key concepts persons and approaches The Wiley Blackwell Encyclopedia of Consumption and Consumer Studies provides definitive coverage of a field that has grown dramatically in scope and popularity around the world over the last two decades Includes over 200 A Z entries varying in length from 500 to 5 000 words with a list of suggested readings for each entry and cross references as well as a lexicon by category and a timeline Brings together the latest research and theories in the field from international contributors across a range of disciplines from sociology cultural studies and advertising to anthropology business and consumer behavior Available online with interactive cross referencing links and powerful searching capabilities within the work and across Wiley s comprehensive online reference collection or as a single volume in print www.consumptionandconsumerstudies.com Marketing aus Konsumentensicht Michael Saren, 2007 Mi Trendsetter Titel Neujustierung des Marketing Blickwinkels Wie baut man Marken auf die jeder will Wie erkennt man die Sehnsüchte seiner Kunden bedient die neuen Medien virtuos Nicht indem man Hunderte theoretische Abhandlungen über Vermarktungsstrategien aus Unternehmenssicht liest Sondern durch einen radikalen Perspektivwechsel Das Erfolgsmarketing des 21. Jahrhunderts blickt durch die Augen des Konsumenten Dafür analysiert Michael Saren das heutige Verbraucherverhalten scharfsichtig hrt dem König Kunden richtig zu und schaut dem Volk aufs Maul *Marketing* Chris Hackley, 2009-04-01 This key text introduces the essentials of critical thinking within the field of marketing in easy to read and understandable terms Integrating critical perspectives with the topics of the typical marketing curriculum Chris Hackley has produced an indispensable supporting text for upper level undergraduate Marketing courses Each chapter includes review questions case studies reflecting issues in the chapters along with supporting case questions and reflections and vignettes that cover stimulating practical examples **The Dynamics of Advertising** Barry Richards, Jackie Botterill, Iain MacRury, 2000 Scholars of human relations psycho social studies and communications review the extensive literature on advertising in sociology and cultural studies report the results of a study they did at the University of East London on changes in advertising over the past half century and develop a method for the psycho social study of all forms of public communication and of other aspects of daily life They argue that advertising is far more closely linked to the pragmatics of everyday life than their symbolic richness might suggest c Book News Inc *Digitalizing Consumption* Franck Cochoy, Johan Hagberg, Magdalena Petersson McIntyre, Niklas Sörum, 2017-07-14 Contemporary consumer society is increasingly saturated by digital technology and the devices that deliver this are increasingly transforming consumption patterns Social media smartphones mobile apps and digital retailing merge with traditional consumption spheres supported by digital devices which further encourage consumers to communicate and influence other consumers to consume Through a wide range of empirical studies which analyse the impact of digital devices this volume explores the digitization of consumption and shows how consumer culture and consumption practices are fundamentally intertwined and mediated by

digital devices Exploring the development of new consumer cultures leading international scholars from sociology marketing and ethnology examine the effects on practices of consumption and marketing through topics including big data digital traces streaming services wearables and social media s impact on ethical consumption Digitalizing Consumption makes an important contribution to practice based approaches to consumption particularly the use of market devices in consumers everyday consumer life and will be of interest to scholars of marketing cultural studies consumer research organization and management Writing Marketing Stephen Brown,2005-09-15 Marketing is a very diverse discipline dealing with

everything from the costs of globalization to the benefits of money back guarantees However there is one thing that all marketing academics share They are writers They publish or perish Their careers are advanced and their reputations are enhanced by the written word Despite its importance writing is rarely discussed much less written about by marketing scholars It is one of the least understood yet most significant academic competencies It is a competency in need of careful study Writing Marketing is the first such study It offers a detailed reading of five renowned marketing writers ranging from Ted Levitt to Morris Holbrook and draws lessons that can be adopted with profit by everyone else Although it is not a how to book there are no lengthy lists of dos and don ts Writing Marketing reveals that the rules of good writing are good for nothing Written by Stephen Brown whose own writing skills are much commented upon Writing Marketing is insightful illuminating and iconoclastic It is a must read for every marketing academic irrespective of their methodological inclinations or philosophical preferences American Book Publishing Record ,2006 *The SAGE Handbook of Marketing Theory*

Pauline Maclaran,Michael Saren,Barbara Stern,Mark Tadajewski,2009-12-04 Bringing together the latest debates concerning the development of marketing theory featuring original contributions from a selection of leading international authors this collection aims to give greater conceptual cohesion to the field by drawing together the many disparate perspectives and presenting them in one volume The contributors are all leading international scholars chosen to represent the intellectual diversity within marketing theory Divided into six parts the Handbook covers the historical development of marketing theory its philosophical underpinnings major theoretical debates the impact of theory on representations of the consumer the impact of theory on representations of the marketing organisation and contemporary issues in marketing theory **Brand Culture**

Jonathan E. Schroeder,Miriam Salzer-Mörling,Søren Askegaard,2006 Exploring current issues in brand management this book fills a niche in the burgeoning cache of branding literature with a distinctive managerially and theoretically informed perspective on the cultural dimensions of branding *The British National Bibliography* Arthur James Wells,2009

Representing Consumers Barbara B. Stern,1998 Adopting a variety of theoretical approaches this text challenges the prevailing orthodoxies within consumer research methodology by examining representation and constructions of truth

Gifts, Romance, and Consumer Culture Yuko Minowa,Russell W. Belk,2018-09-05 How do people communicate their romantic feelings Gift giving is one way Giving and receiving of gifts is a characteristic of intimate relationships Gifts are a

message a form of communication with a tangible material object about love affection or concern for the recipient The romantic gift evokes a multitude of intertwined meanings passion intimacy affection persuasion care celebration altruism and nostalgia They can also connote the negative images of obligation and reciprocity Romantic gift giving may be practiced at rituals during rites of passage or for casual occasions to affirm the continued importance of the romantic relationship We may even romanticize the giving of gifts to the self to nonhuman companions and to others we do not know personally If loving and giving are a practice then romantic gift giving is a practice of loving with intimate or would be intimate others This book addresses gift giving among consumers attempting to express and construct romantic love It lies at the intersection of consumption markets and culture In societies shaped by the globalizing neo liberal economic order increasing wealth disparity and a partially digitized social environment that they help to co construct it may be time to rethink romantic love Gift giving is a key arena to do so as gifts make love tangible and act as carriers of meaning as well as cultural symbols In gift giving the meanings of romance are renewed renegotiated and reconstructed Gifts Romance And Consumer Culture demonstrates a wide variety of scholarly work bearing on romantic gift giving using an interpretive consumer research perspective The book introduces critical studies by scholars in this unfolding and new interdisciplinary field **The SAGE Handbook of Consumer Culture** Olga Kravets,Pauline Maclaran,Steven Miles,Alladi Venkatesh,2017-06-24 The SAGE Handbook of Consumer Culture is a one stop resource for scholars and students of consumption where the key dimensions of consumer culture are critically discussed and articulated **Qualitative Consumer and Marketing Research** Krittinee Nuttavuthisit,2019-02-13 This book presents both theoretical research methods and practical uses of qualitative consumer and marketing research in Asia as well as approaches to research with extended viewpoints and case studies on the specific research practices identifying the distinctive characteristics and conditions of the Asian market Starting with an introduction and a rationale for qualitative consumer and marketing research which discuss interpretive research perspectives and key qualitative research traditions underlying the research it then elaborates on research design formulating research directions research questions research methods research validity and reliability as well as research ethics The book goes on to cover various key data collection techniques such as interviews focus groups observation and ethnography online observation and netnography and other alternative tools like projective techniques autodiving and diaries These include design of research setting samples and sampling strategy context time and research procedures from entry to access and completion of the research project with resources planning In addition the book also addresses data analysis and interpretation as well as presentation dissemination and sharing of research results through both academic and practical courses Lastly it derives key concepts by reviewing classic research traditions and methods together with academic and practical studies **Handbook on Place Branding and Marketing** Adriana Campelo,2017-06-30 Place branding as an academic field is both challenging and under explored In the face of an ever expanding urban population this Handbook addresses this knowledge deficit in order to

illustrate how place branding can contribute to transforming urban agglomeration into sustainable and healthy areas

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