

BS2211: Consumer Behaviour

View Online



Arsel, Zeynep, and Jonathan Bean. 2013. 'Taste Regimes and Market-Mediated Practice'. *Journal of Consumer Research* 39(5):899–917. doi: 10.1086/666595.

Bardhi, Fleura, and Giana M. Eckhardt. 2012. 'Access-Based Consumption: The Case of Car Sharing'. *Journal of Consumer Research* 39(4):881–98. Retrieved (<https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1086%2F666376>).

Billeter, Darron, Ajay Kalra, and George Loewenstein. 2011. 'Underpredicting Learning after Initial Experience with a Product'. *Journal of Consumer Research* 37(5):723–36. Retrieved (<https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1086%2F655862>).

Brown, Stephen Sherry Jr., John F. Kozinets, Robert V. 2003. 'Teaching Old Brands New Tricks: Retro Branding and the Revival of Brand Meaning.' *Journal of Marketing* 67(Issue 3):19–33.

Brunk, Katja H., Markus Giesler, and Benjamin J. Hartmann. 2017. 'Creating a Consumable Past: How Memory Making Shapes Marketization'. *Journal of Consumer Research*. Retrieved (<https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1093%2Fjcr%2Fucx100>).

Chan, Cindy, and Cassie Mogilner. 2017. 'Experiential Gifts Foster Stronger Social Relationships than Material Gifts'. *Journal of Consumer Research*. Retrieved (<https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1093%2Fjcr%2Fucw067>).

Chang, Hannah H., and Michel Tuan Pham. 2013. 'Affect as a Decision-Making System of the Present'. *Journal of Consumer Research* 40(1):42–63. Retrieved (<https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1086%2F668644>).

Charlie Lyne. 2016. 'How Nostalgia Took over the World (and Why That's No Bad Thing)'. *Guardian*.

Fournier, S. and Lee, L. 2009. 'Getting Brand Communities Right.' *Harvard Business Review* 87(4):105–11. Retrieved (<https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299&db=bth&AN=37022046>).

- Fournier, S., Eckhardt, G., Bardhi, F. 2013. 'Learning to Play in the New "Share Economy".' *Harvard Business Review* 91(7/8):125–29. Retrieved (<https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299&db=bth&AN=88351325>).
- Hamilton, R. 2014. 'Decisions at a Distance: Effects of Psychological Distance on Consumer Decision Making.' *Journal of Consumer Research* 41(2). doi: 10.1086/675853.
- Henry, Paul C. 2005. 'Social Class, Market Situation, and Consumers' Metaphors of (Dis)Empowerment'. *Journal of Consumer Research* 31(4):766–78. Retrieved (<https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1086%2F426610>).
- Holt, Douglas B. 1997. 'Poststructuralist Lifestyle Analysis: Conceptualizing the Social Patterning of Consumption in Postmodernity'. *Journal of Consumer Research* 23(Issue: Number 4 p326-326):326–326.
- Izberk-Bilgin, Elif. 2012. 'Infidel Brands: Unveiling Alternative Meanings of Global Brands at the Nexus of Globalization, Consumer Culture, and Islamism'. *Journal of Consumer Research* 39(4):663–87. Retrieved (<https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1086%2F665413>).
- Karababa, Eminegül, and Güliz Ger. 2011. 'Early Modern Ottoman Coffeehouse Culture and the Formation of the Consumer Subject'. *Journal of Consumer Research* 37(5):737–60. Retrieved (<https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1086%2F656422>).
- Kumar, N. and Steenkamp, J. 2013. 'Diaspora Marketing.' *Harvard Business Review* 91(10):127–31. Retrieved (<https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299&db=bth&AN=90326073>).
- Luedicke, Marius K. 2015. 'Indigenes' Responses to Immigrants' Consumer Acculturation: A Relational Configuration Analysis'. *Journal of Consumer Research* 42(1):109–29. Retrieved (<https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1093%2Fjcr%2Fucv002>).
- Mathwick, Charla, Caroline Wiertz, and Ko de Ruyter. 2008. 'Social Capital Production in a Virtual P3 Community'. *Journal of Consumer Research* 34(6):832–49. Retrieved (<https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1086%2F523291>).
- Muniz, Albert M., and Thomas C. O'Guinn. 2001. 'Brand Community'. *Journal of Consumer Research* 27(4):412–32. Retrieved (<https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1086%2F319618>).
- Perren, R. and Kozinets, R. 2018. 'Lateral Exchange Markets: How Social Platforms Operate in a Networked Economy.' *Journal of Marketing* 82(1):20–36.

- Rajagopal, Priyali, and Nicole Votolato Montgomery. 2011. 'I Imagine, I Experience, I Like: The False Experience Effect'. *Journal of Consumer Research* 38(3):578–94. doi: 10.1086/660165.
- Reed, Americus, Mark R. Forehand, Stefano Puntoni, and Luk Warlop. 2012. 'Identity-Based Consumer Behavior'. *International Journal of Research in Marketing* 29(4):310–21. doi: 10.1016/j.ijresmar.2012.08.002.
- Schmitt, Bernd. 1999a. *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands*. New York: Free Press.
- Schmitt, Bernd. 1999b. *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands*. New York, NY: The Free Press.
- Schmitt, Bernd. 2011. *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands*. New York: Free Press.
- Soll, J., Milkman, K., Payne, J. 2015. 'Outsmart Your Own Biases.' *Harvard Business Review* 93(5):64–71. Retrieved (<https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299&db=bth&AN=102262150>).
- Solomon, Michael R., Gary J. Bamossy, Søren Askegaard, and Margaret K. Hogg. 2016. *Consumer Behaviour: A European Perspective*. Sixth Edition. Harlow, England: Pearson.
- Solomon, Michael R., Gary J. Bamossy, Soren Askegaard, Margaret K. Hogg, and Dawsonera. 2016. *Consumer Behaviour: A European Perspective*. Sixth edition. Harlow, England: Pearson.
- Solomon, Michael R., Gary J. Bamossy, Soren Askegaard, Margaret K. Hogg, and Ebook Central. 2016. *Consumer Behaviour: A European Perspective*. Sixth edition. Harlow, England: Pearson.
- Üstüner, Tuba, and Douglas B. Holt. 2007. 'Dominated Consumer Acculturation: The Social Construction of Poor Migrant Women's Consumer Identity Projects in a Turkish Squatter'. *Journal of Consumer Research* 34(1):41–56. Retrieved (<https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1086%2F513045>).
- Wan, Echo Wen, and Nidhi Agrawal. 2011. 'Carryover Effects of Self-Control on Decision Making: A Construal-Level Perspective'. *Journal of Consumer Research* 38(1):199–214. doi: 10.1086/658471.
- Weinberger, Michelle F., Jane R. Zavisca, and Jennifer M. Silva. 2017. 'Consuming for an Imagined Future: Middle-Class Consumer Lifestyle and Exploratory Experiences in the Transition to Adulthood'. *Journal of Consumer Research* 44(2):332–60. doi: 10.1093/jcr/ucx045.