BS2211: Consumer Behaviour



Arsel, Z. and Bean, J. (2013) 'Taste Regimes and Market-Mediated Practice', Journal of Consumer Research, 39(5), pp. 899–917. Available at: https://doi.org/10.1086/666595.

Bardhi, F. and Eckhardt, G.M. (2012) Access-Based Consumption: The Case of Car Sharing, Journal of Consumer Research. Available at: https://doi.org/10.1086/666376.

Billeter, D., Kalra, A. and Loewenstein, G. (2011) Underpredicting Learning after Initial Experience with a Product, Journal of Consumer Research. Available at: https://doi.org/10.1086/655862.

Brown, StephenSherry 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), pp. 19–33. Available at: https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299 &db=bth&AN=10365760.

Brunk, K.H., Giesler, M. and Hartmann, B.J. (2017) Creating a Consumable Past: How Memory Making Shapes Marketization, Journal of Consumer Research. Available at: https://doi.org/10.1093/jcr/ucx100.

Chan, C. and Mogilner, C. (2017) Experiential Gifts Foster Stronger Social Relationships than Material Gifts, Journal of Consumer Research. Available at: https://doi.org/10.1093/jcr/ucw067.

Chang, H.H. and Tuan Pham, M. (2013) Affect as a Decision-Making System of the Present, Journal of Consumer Research. Available at: https://doi.org/10.1086/668644.

Charlie Lyne (2016) 'How nostalgia took over the world (and why that's no bad thing)', Guardian [Preprint]. Available at:

https://www.theguardian.com/film/2016/jul/09/the-ghostbusters-reboot-and-nostalgia-in-pop-culture.

Fournier, S. and Lee, L. (2009) Getting Brand Communities Right., Harvard Business Review. Available at:

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. Available at:

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). Available at: https://doi.org/10.1086/675853.

Henry, P.C. (2005) Social Class, Market Situation, and Consumers' Metaphors of (Dis)Empowerment, Journal of Consumer Research. Available at: https://doi.org/10.1086/426610.

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), pp. 326–326. Available at:

https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299 &db=eoah&AN=36113354.

Izberk-Bilgin, E. (2012) Infidel Brands: Unveiling Alternative Meanings of Global Brands at the Nexus of Globalization, Consumer Culture, and Islamism, Journal of Consumer Research. Available at: https://doi.org/10.1086/665413.

Karababa, E. and Ger, G. (2011) Early Modern Ottoman Coffeehouse Culture and the Formation of the Consumer Subject, Journal of Consumer Research. Available at: https://doi.org/10.1086/656422.

Kumar, N. and Steenkamp, J. (2013) Diaspora Marketing., Harvard Business Review. Available at: https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299 &db=bth&AN=90326073.

Luedicke, M.K. (2015) Indigenes' Responses to Immigrants' Consumer Acculturation: A Relational Configuration Analysis, Journal of Consumer Research. Available at: https://doi.org/10.1093/jcr/ucv002.

Mathwick, C., Wiertz, C. and de Ruyter, K. (2008) Social Capital Production in a Virtual P3 Community, Journal of Consumer Research. Available at: https://doi.org/10.1086/523291. Muniz, A.M. and O'Guinn, T.C. (2001) Brand Community, Journal of Consumer Research. Available at: https://doi.org/10.1086/319618.

Perren, R. and Kozinets, R. (2018) 'Lateral Exchange Markets: How Social Platforms Operate in a Networked Economy.', Journal of Marketing, 82(1), pp. 20–36. Available at: https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299 &db=bth&AN=127019659.

Rajagopal, P. and Montgomery, N.V. (2011) 'I Imagine, I Experience, I Like: The False Experience Effect', Journal of Consumer Research, 38(3), pp. 578–594. Available at: https://doi.org/10.1086/660165.

Reed, A. et al. (2012) 'Identity-based consumer behavior', International Journal of Research in Marketing, 29(4), pp. 310–321. Available at: https://doi.org/10.1016/j.ijresmar.2012.08.002.

Schmitt, B. (1999a) Experiential marketing: how to get customers to sense, feel, think, act, and relate to your company and brands. New York: Free Press.

Schmitt, B. (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, B. (2011) Experiential marketing: how to get customers to sense, feel, think, act, and relate to your company and brands. New York: Free Press. Available at: https://ebookcentral.proquest.com/lib/city/detail.action?docID=4935292.

Soll, J., Milkman, K., Payne, J. (2015) Outsmart Your Own Biases., Harvard Business Review. Available at:

https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299 &db=bth&AN=102262150.

Solomon, M.R., Bamossy, G.J., Askegaard, Søren, et al. (2016) Consumer behaviour: a European perspective. Sixth Edition. Harlow, England: Pearson.

Solomon, M.R., Bamossy, G.J., Askegaard, Soren, Hogg, M.K., and Dawsonera (2016) Consumer behaviour: a European perspective. Sixth edition. Harlow, England: Pearson. Available at:

http://www.vlebooks.com/vleweb/product/openreader?id=CityUniLon&isbn=97812921167 54.

Solomon, M.R., Bamossy, G.J., Askegaard, Soren, Hogg, M.K., and Ebook Central (2016) Consumer behaviour: a European perspective. Sixth edition. Harlow, England: Pearson. Available at: https://ebookcentral.proquest.com/lib/city/detail.action?docID=5186228.

Üstüner, T. and Holt, D.B. (2007) Dominated Consumer Acculturation: The Social Construction of Poor Migrant Women's Consumer Identity Projects in a Turkish Squatter, Journal of Consumer Research. Available at: https://doi.org/10.1086/513045.

Wan, E.W. and Agrawal, N. (2011) 'Carryover Effects of Self-Control on Decision Making: A Construal-Level Perspective', Journal of Consumer Research, 38(1), pp. 199–214. Available at: https://doi.org/10.1086/658471.

Weinberger, M.F., Zavisca, J.R. and Silva, J.M. (2017) 'Consuming for an Imagined Future: Middle-Class Consumer Lifestyle and Exploratory Experiences in the Transition to Adulthood', Journal of Consumer Research, 44(2), pp. 332–360. Available at: https://doi.org/10.1093/jcr/ucx045.