BS2211: Consumer Behaviour



[1]

M. R. Solomon, G. J. Bamossy, S. Askegaard, and M. K. Hogg, Consumer behaviour: a European perspective, Sixth Edition. Harlow, England: Pearson, 2016.

[2]

M. R. Solomon, G. J. Bamossy, S. Askegaard, M. K. Hogg, and Dawsonera, Consumer behaviour: a European perspective, Sixth edition. Harlow, England: Pearson, 2016 [Online]. Available:

http://www.vlebooks.com/vleweb/product/openreader?id=CityUniLon&isbn=9781292116754

[3]

M. R. Solomon, G. J. Bamossy, S. Askegaard, M. K. Hogg, and Ebook Central, Consumer behaviour: a European perspective, Sixth edition. Harlow, England: Pearson, 2016 [Online]. Available: https://ebookcentral.proguest.com/lib/city/detail.action?docID=5186228

[4]

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

[5]

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

[6]

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

[7]

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

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

[8]

Soll, J., Milkman, K., Payne, J., 'Outsmart Your Own Biases.', Harvard Business Review, 2015. [Online]. Available:

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

[9]

Fournier, S., Eckhardt, G., Bardhi, F., 'Learning to Play in the New "Share Economy".', Harvard Business Review, 2013. [Online]. Available:

https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299 &db=bth&AN=88351325

[10]

Fournier, S. and Lee, L., 'Getting Brand Communities Right.', Harvard Business Review, 2009. [Online]. Available:

https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299 &db=bth&AN=37022046

[11]

Kumar, N. and Steenkamp, J., 'Diaspora Marketing.', Harvard Business Review, 2013. [Online]. Available:

https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299 &db=bth&AN=90326073

[12]

Holt, Douglas B., 'Poststructuralist Lifestyle Analysis: Conceptualizing the Social Patterning of Consumption in Postmodernity', Journal of Consumer Research, vol. 23, no. Issue: Number 4 p326-326, pp. 326-326, 1997 [Online]. Available: https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299 &db=eoah&AN=36113354

[13]

M. F. Weinberger, J. R. Zavisca, and J. M. Silva, 'Consuming for an Imagined Future: Middle-Class Consumer Lifestyle and Exploratory Experiences in the Transition to Adulthood', Journal of Consumer Research, vol. 44, no. 2, pp. 332–360, Aug. 2017, doi: 10.1093/jcr/ucx045.

[14]

A. Reed, M. R. Forehand, S. Puntoni, and L. Warlop, 'Identity-based consumer behavior', International Journal of Research in Marketing, vol. 29, no. 4, pp. 310–321, Dec. 2012, doi: 10.1016/j.ijresmar.2012.08.002.

[15]

Z. Arsel and J. Bean, 'Taste Regimes and Market-Mediated Practice', Journal of Consumer Research, vol. 39, no. 5, pp. 899–917, Feb. 2013, doi: 10.1086/666595.

[16]

C. Chan and C. Mogilner, 'Experiential Gifts Foster Stronger Social Relationships than Material Gifts', Journal of Consumer Research, 2017. [Online]. Available: https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1093 %2Fjcr%2Fucw067

[17]

P. Rajagopal and N. V. Montgomery, 'I Imagine, I Experience, I Like: The False Experience Effect', Journal of Consumer Research, vol. 38, no. 3, pp. 578–594, Oct. 2011, doi: 10.1086/660165.

[18]

D. Billeter, A. Kalra, and G. Loewenstein, 'Underpredicting Learning after Initial Experience with a Product', Journal of Consumer Research, Feb. 01, 2011. [Online]. Available: https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1086 %2F655862

[19]

Brown, StephenSherry Jr., John F.Kozinets, Robert V., 'Teaching Old Brands New Tricks: Retro Branding and the Revival of Brand Meaning.', Journal of Marketing, vol. 67, no. Issue 3, pp. 19–33, 2003 [Online]. Available:

https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299 &db=bth&AN=10365760

[20]

K. H. Brunk, M. Giesler, and B. J. Hartmann, 'Creating a Consumable Past: How Memory Making Shapes Marketization', Journal of Consumer Research, Sep. 15, 2017. [Online]. Available:

https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1093 %2Fjcr%2Fucx100

[21]

H. H. Chang and M. Tuan Pham, 'Affect as a Decision-Making System of the Present', Journal of Consumer Research, Jun. 01, 2013. [Online]. Available: https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1086 %2F668644

[22]

Hamilton, R, 'Decisions at a Distance: Effects of Psychological Distance on Consumer Decision Making.', Journal of Consumer Research, vol. 41, no. 2, 2014, doi: 10.1086/675853. [Online]. Available:

https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299 &db=cms&AN=96981748

[23]

E. W. Wan and N. Agrawal, 'Carryover Effects of Self-Control on Decision Making: A Construal-Level Perspective', Journal of Consumer Research, vol. 38, no. 1, pp. 199–214, Jun. 2011, doi: 10.1086/658471.

[24]

F. Bardhi and G. M. Eckhardt, 'Access-Based Consumption: The Case of Car Sharing', Journal of Consumer Research, Dec. 01, 2012. [Online]. Available: https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1086 %2F666376

[25]

P. C. Henry, 'Social Class, Market Situation, and Consumers' Metaphors of (Dis)Empowerment', Journal of Consumer Research, Mar. 2005. [Online]. Available: https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1086 %2F426610

[26]

T. Üstüner and D. B. Holt, 'Dominated Consumer Acculturation: The Social Construction of Poor Migrant Women's Consumer Identity Projects in a Turkish Squatter', Journal of Consumer Research, Jun. 2007. [Online]. Available: https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1086 %2F513045

[27]

A. M. Muniz and T. C. O'Guinn, 'Brand Community', Journal of Consumer Research, Mar. 2001. [Online]. Available: https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1086 %2F319618

[28]

Perren, R. and Kozinets, R., 'Lateral Exchange Markets: How Social Platforms Operate in a Networked Economy.', Journal of Marketing, vol. 82, no. 1, pp. 20–36, 2018 [Online]. Available:

https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299 &db=bth&AN=127019659

[29]

C. Mathwick, C. Wiertz, and K. de Ruyter, 'Social Capital Production in a Virtual P3

Community', Journal of Consumer Research, Apr. 2008. [Online]. Available: https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1086 %2F523291

[30]

E. Izberk-Bilgin, 'Infidel Brands: Unveiling Alternative Meanings of Global Brands at the Nexus of Globalization, Consumer Culture, and Islamism', Journal of Consumer Research, Dec. 01, 2012. [Online]. Available:

https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1086 %2F665413

[31]

E. Karababa and G. Ger, 'Early Modern Ottoman Coffeehouse Culture and the Formation of the Consumer Subject', Journal of Consumer Research, Feb. 01, 2011. [Online]. Available: https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1086 %2F656422

[32]

M. K. Luedicke, 'Indigenes' Responses to Immigrants' Consumer Acculturation: A Relational Configuration Analysis', Journal of Consumer Research, Jun. 2015. [Online]. Available: https://go.openathens.net/redirector/city.ac.uk?url=https%3A%2F%2Fdoi.org%2F10.1093 %2Fjcr%2Fucv002