

Consumer Behaviour (BUS020X664A)

Consumer Behaviour (BUS020X664A)

View Online



Andzulis, James 'Mick'¹Panagopoulos, Nikolaos G.²Rapp, Adam¹. 'A Review of Social Media and Implications for the Sales Process.' Journal of Personal Selling & Sales Management 32.Issue 3, p305-316. 12p. 1 Diagram (2012): 305-316. Web.

<<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=78110796&site=ehost-live>>.

Ashman, Rachel, Michael R. Solomon, and Julia Wolny. 'An Old Model for a New Age: Consumer Decision Making in Participatory Digital Culture'. Journal of Customer Behaviour 14.2 (2015): 127-146. Web.

Baker, Michael J. Macmillan Dictionary of Marketing and Advertising. 3rd ed. Macmillan business. Basingstoke: Macmillan, 1998. Print.

Benoit, Sabine, Huneke, Tabea; 'Does Service Employees' Appearance Affect the Healthiness of Food Choice?' (2015): n. pag. Print.

Blythe, Jim. Consumer Behaviour. 2nd edition. Los Angeles, California: SAGE, 2013. Print.

'Brand Republic - The Smart Filter | Brand Republic'. N.p., n.d. Web.
<<http://www.brandrepublic.com/>>.

Bushra, Aliya¹. 'CONSUMER CULTURE AND POST-PURCHASE BEHAVIOR.' Journal of Developing Areas 49 (2015): 15-24. Web.
<<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=108548230&site=ehost-live>>.

Dacko, Scott G. The Advanced Dictionary of Marketing: Putting Theory to Use (Electronic Resource). Oxford: Oxford University Press, 2008. Web.
<<https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=415821>>.

East, Robert, Vanhuele, Marc, and Wright, Malcolm. Consumer Behaviour. London: SAGE, 2008. Print.

'E-Commerce Times: E-Business Means Business'. N.p., n.d. Web.
<<http://www.ecommercetimes.com/>>.

'eMarketer - Digital Marketing Research'. N.p., n.d. Web. <<http://www.emarketer.com/>>.

'European Journal of Marketing'. n. pag. Print.

Grant, John. Green Marketing Manifesto. Chichester, West Sussex ; Hoboken, N.J.: John Wiley & Sons, 2007. Print.

Jansson-Boyd, Cathrine V. Consumer Psychology (Electronic Resource). Maidenhead: Open University Press, 2010. Web.
<<https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=771418>>.

'Journal of Brand Management'. n. pag. Print.

'Journal of Consumer Behaviour'. n. pag. Print.

'Journal of Consumer Research'. n. pag. Print.

'Journal of Marketing Management'. n. pag. Print.

Kozinets, Robert V et al. 'Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities'. Journal of Marketing 74.2 (2010): 71-89. Web.

Kumar, Ashish et al. 'From Social to Sale: The Effects of Firm-Generated Content in Social Media on Customer Behavior'. Journal of Marketing 80.1 (2016): 7-25. Web.

Laroche, Michel. 'Advancing Knowledge of the Global Consumer Culture: Introduction to the Special Issue'. Journal of Business Research 69.3 (2016): 1071-1073. Web.

Lewis, Alan. The Cambridge Handbook of Psychology and Economic Behaviour (Electronic Resource). Cambridge: Cambridge University Press, 2008. Web.
<<https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780511390920&uid=^u>>.

Lewis, Tania and Potter, Emily. Ethical Consumption: A Critical Introduction. London: Routledge, 2011. Print.

'Marketing - the UK's Leading Title for Marketing Professionals.' N.p., n.d. Web.
<<http://www.marketingmagazine.co.uk/>>.

'Marketing Land'. N.p., n.d. Web. <<http://marketingland.com/>>.

'Marketing Resources, Strategies for Marketing, B2B Marketing - MarketingProfs'. N.p., n.d. Web. <<http://www.marketingprofs.com/>>.

'Marketing Week'. N.p., n.d. Web. <<http://www.marketingweek.com/>>.

'MarketingVox - Practical News for Interactive Marketing Practitioners. SEO, SEM, Social, Mobile, Analytics and Other Online Tactics, Tools and Strategies.' N.p., n.d. Web.
<<http://www.marketingvox.com/>>.

McAlexander, James H.¹Schouten, John W.²Koenig, Harold F.¹. 'Building Brand Community.' Journal of Marketing 66 (2002): 38-54. Web.
<<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=6367849&site=ehost-live>>.

Moeller, Sabine, Martin Fassnacht, and Andreas Ettinger. 'Retaining Customers With Shopping Convenience'. *Journal of Relationship Marketing* 8.4 (2009): 313–329. Web.

Nair, Suja R. and ebrary, Inc. *Consumer Behaviour and Marketing Research: (Text and Cases)* (Electronic Resource). Rev. ed. Mumbai [India]: Himalaya Pub. House, 2009. Web. <<https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=3011232>>.

'Nexis®: Sign In'. N.p., n.d. Web. <<https://roe.idm.oclc.org/login?url=https://advance.lexis.com/nexis?&identityprofileid=9H6FNF57682>>.

Parsons, Elizabeth, and Pauline Maclaran. *Contemporary Issues in Marketing and Consumer Behaviour* (Electronic Resource). Oxford: Butterworth-Heinemann, 2009. Web. <<https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780080943169&uid=^u>>.

Raab, Gerhard. *The Psychology of Marketing: Cross-Cultural Perspectives* (Electronic Resource). Burlington, VT: Gower, 2010. Web. <<http://site.ebrary.com/lib/roehampton/Doc?id=10411938>>.

Rafiq, Mohammed, Heather Fulford, and Xiaoming Lu. 'Building Customer Loyalty in Online Retailing: The Role of Relationship Quality'. *Journal of Marketing Management* 29.3–4 (2013): 494–517. Web.

'Research Magazine - News, Analysis and Jobs for Market Researchers'. N.p., n.d. Web. <<http://www.research-live.com/>>.

Ries, Al. *Fall of Advertising and the Rise of PR*. 1st HarperBusiness pbk ed. New York: HarperBusiness, 2004. Print.

Ries, Al, and Jack Trout. *Positioning: The Battle for Your Mind*. New York: McGraw-Hill, 2001. Print.

---. *The 22 Immutable Laws of Marketing*. Special overseas ed. London: HarperCollins, 1994. Print.

Schiffman, Leon G., and Joseph Wisenblit. *Consumer Behavior*. 11th global edition. Harlow, Essex: Pearson Education Limited, 2015. Print.

Schouten, John W.1. 'Selves in Transition: Symbolic Consumption in Personal Rites of Passage and Identity Reconstruction.' *Journal of Consumer Research* 17 412–425. Web. <<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=4657127&site=ehost-live>>.

Schouten, John W.1McAlexander, James H.2. 'Subcultures of Consumption: An Ethnography of the New Bikers.' *Journal of Consumer Research* 22 43–61. Web. <<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=9507113978&site=ehost-live>>.

Solomon, Michael R. et al. *Consumer Behaviour: A European Perspective*. Fifth edition. Harlow, England: Pearson, 2013. Web.

<<https://roe.idm.oclc.org/login?url=http://www.vlebooks.com.roe.idm.oclc.org/Vleweb/Product/Index/462671?page=0&uid=^u>>.

Stratten, Scott. *UnMarketing: Stop Marketing; Start Engaging*. Hoboken: Wiley, 2012. Web. <<http://site.ebrary.com/lib/roehampton/Doc?id=10538768>>.

'Technology | Adweek'. N.p., n.d. Web. <<http://www.adweek.com/technology>>.

'The International Review of Retail, Distribution and Consumer Research'. n. pag. Web. <http://www.tandfonline.com/loi/rirr20?close=22&repitition=0#vol_22>.

Till, Brian D.¹ Stanley, Sarah M.² Priluck, Randi³. 'Classical Conditioning and Celebrity Endorsers: An Examination of Belongingness and Resistance to Extinction.' *Psychology & Marketing* 25.Issue 2 (2008): 179-196. Web. <<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=28443744&site=ehost-live>>.

Timm, Paul R. *Customer Service: Career Success through Customer Loyalty*. 6th ed. Upper Saddle River, N.J.: Prentice Hall, 2013. Print.

Trout, Jack. *In Search of the Obvious: The Antidote for Today's Marketing Mess* (Electronic Resource). Hoboken, N.J.: John Wiley & Sons, 2008. Web. <<https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=380489>>.

---. *Repositioning : The New Battle For your Mind*. New York: McGraw-Hill Professional, 2009. Print.

University of Roehampton Library. 'Referencing Guidance'. N.p., n.d. Web. <<https://portal.roehampton.ac.uk/information/library/Pages/referencing-and-refworks.aspx>>.

Wagner, Janet, and Sabine Benoit (née Moeller). 'Creating Value in Retail Buyer-Vendor Relationships: A Service-Centered Model'. *Industrial Marketing Management* 44 (2015): 166-179. Web.

Wells, Victoria K. 'Behavioural Psychology, Marketing and Consumer Behaviour: A Literature Review and Future Research Agenda'. *Journal of Marketing Management* 30.11-12 (2014): 1119-1158. Web.