

# Consumer Behaviour (BUS020X664A)

Consumer Behaviour (BUS020X664A)

[View Online](#)



1.

Solomon, M. R., Bamossy, G. J., Askegaard, S. & Hogg, M. K. Consumer behaviour: a European perspective. (Pearson, 2013).

2.

Schiffman, L. G. & Wisenblit, J. Consumer behavior. (Pearson Education Limited, 2015).

3.

Blythe, J. Consumer behaviour. (SAGE, 2013).

4.

East, Robert, Vanhuele, Marc, & Wright, Malcolm. Consumer behaviour. (SAGE, 2008).

5.

Benoit, Sabine, H., Tabea; Does Service Employees' Appearance Affect the Healthiness of Food Choice? (2015).

6.

Rafiq, M., Fulford, H. & Lu, X. Building customer loyalty in online retailing: The role of relationship quality. Journal of Marketing Management **29**, 494-517 (2013).

7.

Moeller, S., Fassnacht, M. & Ettinger, A. Retaining Customers With Shopping Convenience. Journal of Relationship Marketing **8**, 313–329 (2009).

8.

Parsons, E. & Maclaran, P. Contemporary issues in marketing and consumer behaviour (electronic resource). (Butterworth-Heinemann, 2009).

9.

Nair, S. R. & ebrary, Inc. Consumer behaviour and marketing research: (text and cases) (electronic resource). (Himalaya Pub. House, 2009).

10.

Lewis, Alan. The Cambridge handbook of psychology and economic behaviour (electronic resource). (Cambridge University Press, 2008).

11.

Lewis, Tania & Potter, Emily. Ethical consumption: a critical introduction. (Routledge, 2011).

12.

Jansson-Boyd, Cathrine V. Consumer psychology (electronic resource). (Open University Press, 2010).

13.

Raab, G. The psychology of marketing: cross-cultural perspectives (electronic resource). (Gower, 2010).

14.

Baker, M. J. Macmillan dictionary of marketing and advertising. vol. Macmillan business

(Macmillan, 1998).

15.

Dacko, S. G. The advanced dictionary of marketing: putting theory to use (electronic resource). (Oxford University Press, 2008).

16.

Grant, J. Green marketing manifesto. (John Wiley & Sons, 2007).

17.

Ries, A. Fall of advertising and the rise of PR. (HarperBusiness, 2004).

18.

Ries, A. & Trout, J. The 22 immutable laws of marketing. (HarperCollins, 1994).

19.

Ries, A. & Trout, J. Positioning: the battle for your mind. (McGraw-Hill, 2001).

20.

Trout, J. In search of the obvious: the antidote for today's marketing mess (electronic resource). (John Wiley & Sons, 2008).

21.

Trout, J. Repositioning : the new battle for your mind. (McGraw-Hill Professional, 2009).

22.

Timm, P. R. Customer service: career success through customer loyalty. (Prentice Hall, 2013).

23.

European Journal of Marketing.

24.

Journal of Consumer Behaviour.

25.

Journal of Consumer Research.

26.

Journal of marketing management.

27.

Journal of Brand Management.

28.

The International Review of Retail, Distribution and Consumer Research.

29.

Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R. & Kannan, P. K. From Social to Sale: The Effects of Firm-Generated Content in Social Media on Customer Behavior. *Journal of Marketing* **80**, 7–25 (2016).

30.

Stratten, S. *UnMarketing: stop marketing; Start engaging.* (Wiley, 2012).

31.

Andzulis, James 'Mick'<sup>1</sup>Panagopoulos, Nikolaos G.<sup>2</sup>Rapp, Adam<sup>1</sup>. A Review of Social Media and Implications for the Sales Process. *Journal of Personal Selling & Sales Management* **32**, 305–316 (2012).

32.

Kozinets, R. V., de Valck, K., Wojnicki, A. C. & Wilner, S. J. S. Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities. *Journal of Marketing* **74**, 71–89 (2010).

33.

Ashman, R., Solomon, M. R. & Wolny, J. An old model for a new age: Consumer decision making in participatory digital culture. *Journal of Customer Behaviour* **14**, 127–146 (2015).

34.

Laroche, M. Advancing knowledge of the global consumer culture: Introduction to the special issue. *Journal of Business Research* **69**, 1071–1073 (2016).

35.

Wells, V. K. Behavioural psychology, marketing and consumer behaviour: a literature review and future research agenda. *Journal of Marketing Management* **30**, 1119–1158 (2014).

36.

McAlexander, James H.<sup>1</sup>Schouten, John W.<sup>2</sup>Koenig, Harold F.<sup>1</sup>. Building Brand Community. *Journal of Marketing* **66**, 38–54 (2002).

37.

Till, Brian D.<sup>1</sup>Stanley, Sarah M.<sup>2</sup>Priluck, Randi<sup>3</sup>. Classical conditioning and celebrity endorsers: An examination of belongingness and resistance to extinction. *Psychology & Marketing* **25**, 179–196 (2008).

38.

Bushra, Aliya1. CONSUMER CULTURE AND POST-PURCHASE BEHAVIOR. Journal of Developing Areas **49**, 15–24 (2015).

39.

Wagner, J. & Benoit (née Moeller), S. Creating value in retail buyer–vendor relationships: A service-centered model. Industrial Marketing Management **44**, 166–179 (2015).

40.

Schouten, John W.1. Selves in Transition: Symbolic Consumption in Personal Rites of Passage and Identity Reconstruction. Journal of Consumer Research **17**, 412–425.

41.

Schouten, John W.1McAlexander, James H.2. Subcultures of Consumption: An Ethnography of the New Bikers. Journal of Consumer Research **22**, 43–61.

42.

Brand Republic - The Smart Filter | Brand Republic. <http://www.brandrepublic.com/>.

43.

Marketing - the UK's leading title for marketing professionals.  
<http://www.marketingmagazine.co.uk/>.

44.

Marketing Week. <http://www.marketingweek.com/>.

45.

Research Magazine - news, analysis and jobs for market researchers.

[http://www.research-live.com/.](http://www.research-live.com/)

46.

Technology | Adweek. <http://www.adweek.com/technology>.

47.

Marketing Land. <http://marketingland.com/>.

48.

MarketingVox - Practical news for interactive marketing practitioners. SEO, SEM, social, mobile, analytics and other online tactics, tools and strategies.  
<http://www.marketingvox.com/>.

49.

E-Commerce Times: E-Business Means Business. <http://www.ecommercetimes.com/>.

50.

eMarketer - Digital Marketing Research. <http://www.emarketer.com/>.

51.

Marketing Resources, Strategies for Marketing, B2B Marketing - MarketingProfs.  
<http://www.marketingprofs.com/>.

52.

Nexis®: Sign In.  
<https://roe.idm.oclc.org/login?url=https://advance.lexis.com/nexis?&identityprofileid=9H6FNF57682>.

53.

University of Roehampton Library. Referencing Guidance.

<https://portal.roehampton.ac.uk/information/library/Pages/referencing-and-refworks.aspx>.