

Consumer Behaviour (BUS020X664A)

Consumer Behaviour (BUS020X664A)

View Online



1.

Solomon MR, Bamossy GJ, Askegaard S, Hogg MK. Consumer behaviour: a European perspective [Internet]. Fifth edition. Harlow, England: Pearson; 2013. Available from: <https://roe.idm.oclc.org/login?url=http://www.vlebooks.com.roe.idm.oclc.org/Vleweb/Product/Index/462671?page=0&uid=^u>

2.

Schiffman LG, Wisenblit J. Consumer behavior. 11th global edition. Harlow, Essex: Pearson Education Limited; 2015.

3.

Blythe J. Consumer behaviour. 2nd edition. Los Angeles, California: SAGE; 2013.

4.

East, Robert, Vanhuele, Marc, Wright, Malcolm. Consumer behaviour. London: 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*. 2013 Feb;29(3-4):494-517.

7.

Moeller S, Fassnacht M, Ettinger A. Retaining Customers With Shopping Convenience. *Journal of Relationship Marketing*. 2009 Nov 30;8(4):313-29.

8.

Parsons E, Maclaran P. Contemporary issues in marketing and consumer behaviour (electronic resource) [Internet]. Oxford: Butterworth-Heinemann; 2009. Available from: <https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780080943169&uid=^u>

9.

Nair SR, ebrary, Inc. Consumer behaviour and marketing research: (text and cases) (electronic resource) [Internet]. Rev. ed. Mumbai [India]: Himalaya Pub. House; 2009. Available from: <https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=3011232>

10.

Lewis, Alan. The Cambridge handbook of psychology and economic behaviour (electronic resource) [Internet]. Cambridge: Cambridge University Press; 2008. Available from: <https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780511390920&uid=^u>

11.

Lewis, Tania, Potter, Emily. Ethical consumption: a critical introduction. London: Routledge; 2011.

12.

Jansson-Boyd, Cathrine V. Consumer psychology (electronic resource) [Internet]. Maidenhead: Open University Press; 2010. Available from: <https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=771418>

13.

Raab G. The psychology of marketing: cross-cultural perspectives (electronic resource) [Internet]. Burlington, VT: Gower; 2010. Available from: <http://site.ebrary.com/lib/roehampton/Doc?id=10411938>

14.

Baker MJ. Macmillan dictionary of marketing and advertising. 3rd ed. Vol. Macmillan business. Basingstoke: Macmillan; 1998.

15.

Dacko SG. The advanced dictionary of marketing: putting theory to use (electronic resource) [Internet]. Oxford: Oxford University Press; 2008. Available from: <https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=415821>

16.

Grant J. Green marketing manifesto. Chichester, West Sussex ; Hoboken,N+: John Wiley & Sons; 2007.

17.

Ries A. Fall of advertising and the rise of PR. 1st HarperBusiness pbk ed. New York: HarperBusiness; 2004.

18.

Ries A, Trout J. The 22 immutable laws of marketing. Special overseas ed. London: HarperCollins; 1994.

19.

Ries A, Trout J. Positioning: the battle for your mind. New York: McGraw-Hill; 2001.

20.

Trout J. In search of the obvious: the antidote for today's marketing mess (electronic resource) [Internet]. Hoboken, N.J.: John Wiley & Sons; 2008. Available from: <https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=380489>

21.

Trout J. Repositioning : the new battle for your mind. New York: McGraw-Hill Professional; 2009.

22.

Timm PR. Customer service: career success through customer loyalty. 6th ed. Upper Saddle River, N.J.: 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. Available from: http://www.tandfonline.com/loi/rirr20?close=22&repitition=0#vol_22

29.

Kumar A, Bezawada R, Rishika R, Janakiraman R, Kannan PK. From Social to Sale: The Effects of Firm-Generated Content in Social Media on Customer Behavior. *Journal of Marketing*. 2016 Jan;80(1):7–25.

30.

Stratten S. *UnMarketing: stop marketing; Start engaging* [Internet]. Hoboken: Wiley; 2012. Available from: <http://site.ebrary.com/lib/roehampton/Doc?id=10538768>

31.

Andzulis, James 'Mick' Panagopoulos, Nikolaos G. Rapp, Adam. A Review of Social Media and Implications for the Sales Process. *Journal of Personal Selling & Sales Management* [Internet]. 2012;32(Issue 3, p305-316. 12p. 1 Diagram):305–16. Available from: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=78110796&site=ehost-live>

32.

Kozinets RV, de Valck K, Wojnicki AC, Wilner SJS. Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities. *Journal of Marketing*. 2010 Mar;74(2):71–89.

33.

Ashman R, Solomon MR, Wolny J. An old model for a new age: Consumer decision making in participatory digital culture. *Journal of Customer Behaviour*. 2015 Aug 31;14(2):127–46.

34.

Laroche M. Advancing knowledge of the global consumer culture: Introduction to the special issue. *Journal of Business Research*. 2016 Mar;69(3):1071–3.

35.

Wells VK. Behavioural psychology, marketing and consumer behaviour: a literature review and future research agenda. *Journal of Marketing Management*. 2014 Sep;30(11-12):1119-58.

36.

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

37.

Till, Brian D.¹Stanley, Sarah M.²Priluck, Randi³. Classical conditioning and celebrity endorsers: An examination of belongingness and resistance to extinction. *Psychology & Marketing* [Internet]. 2008;25(Issue 2):179-96. Available from: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=28443744&site=ehost-live>

38.

Bushra, Aliya¹. CONSUMER CULTURE AND POST-PURCHASE BEHAVIOR. *Journal of Developing Areas* [Internet]. 2015;49:15-24. Available from: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=108548230&site=ehost-live>

39.

Wagner J, Benoit (née Moeller) S. Creating value in retail buyer-vendor relationships: A service-centered model. *Industrial Marketing Management*. 2015 Jan;44:166-79.

40.

Schouten, John W.¹. Selves in Transition: Symbolic Consumption in Personal Rites of Passage and Identity Reconstruction. *Journal of Consumer Research* [Internet]. 17:412-25. Available from: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=4657127&site=ehost-live>

41.

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

42.

Brand Republic - The Smart Filter | Brand Republic [Internet]. Available from: <http://www.brandrepublic.com/>

43.

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

44.

Marketing Week [Internet]. Available from: <http://www.marketingweek.com/>

45.

Research Magazine - news, analysis and jobs for market researchers [Internet]. Available from: <http://www.research-live.com/>

46.

Technology | Adweek [Internet]. Available from: <http://www.adweek.com/technology>

47.

Marketing Land [Internet]. Available from: <http://marketingland.com/>

48.

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

49.

E-Commerce Times: E-Business Means Business [Internet]. Available from: <http://www.ecommercetimes.com/>

50.

eMarketer - Digital Marketing Research [Internet]. Available from: <http://www.emarketer.com/>

51.

Marketing Resources, Strategies for Marketing, B2B Marketing - MarketingProfs [Internet]. Available from: <http://www.marketingprofs.com/>

52.

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

53.

University of Roehampton Library. Referencing Guidance [Internet]. Available from: <https://portal.roehampton.ac.uk/information/library/Pages/referencing-and-refworks.aspx>