

N13701 Consumer Behaviour

N13701 Level 3 undergraduate module

View Online



[1]

M. R. Solomon, Consumer behaviour: a European perspective, 6th ed. Harlow: Pearson, 2016 [Online]. Available:
<https://ebookcentral.proquest.com/lib/nottingham/detail.action?docID=5186228>

[2]

Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, and Hogg, Margaret K., Consumer behaviour: a European perspective, 5th ed. Harlow: Pearson Education, 2013.

[3]

Szmigin, I. and Piacentini, M., Consumer behaviour. 2014.

[4]

Arnould, Eric J., Price, Linda, and Zinkhan, George M., Consumers, 2nd ed., vol. McGraw-Hill/Irwin series in marketing. Boston: McGraw-Hill/Irwin, 2004.

[5]

Evans, Martin, Foxall, G. R., and Jamal, Ahmad, Consumer behaviour, 2nd ed. Chichester: J. Wiley, 2009.

[6]

Blackwell, Roger D., Miniard, Paul W., and Engel, James F., Consumer behavior, 10th ed.,

International student ed. Mason, Ohio: Thomson, 2006.

[7]

Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, and Hogg, Margaret K.,
Consumer behaviour: a European perspective, 5th ed. Harlow: Pearson Education, 2013.

[8]

Szmigin, I. and Piacentini, M., Consumer behaviour. 2014.

[9]

D. Florin, B. Callen, M. Pratzel, and J. Kropp, 'Harnessing the power of consumer insight',
Journal of Product & Brand Management, vol. 16, no. 2, pp. 76–81, 2007, doi:
10.1108/10610420710739955.

[10]

J. Schneider and J. Hall, 'Why Most Product Launches Fail', Harvard Business Review, vol.
89, no. 4, 2011.

[11]

Michael R. Solomon, 'Transfer of Power', Marketing Research, vol. 17, no. 1, pp. 26–31,
2005.

[12]

Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, and Hogg, Margaret K.,
Consumer behaviour: a European perspective, 5th ed. Harlow: Pearson Education, 2013.

[13]

Szmigin, I. and Piacentini, M., Consumer behaviour. 2014.

[14]

B. Hultén, 'Sensory cues and shoppers' touching behaviour: the case of IKEA', *International Journal of Retail & Distribution Management*, vol. 40, no. 4, pp. 273–289, 2012, doi: 10.1108/09590551211211774.

[15]

B. Hultén, 'Sensory marketing: the multi-sensory brand-experience concept', *European Business Review*, vol. 23, no. 3, pp. 256–273, 2011, doi: 10.1108/09555341111130245.

[16]

B. Soars and B. Soars, 'Driving sales through shoppers' sense of sound, sight, smell and touch', *International Journal of Retail & Distribution Management*, vol. 37, no. 3, pp. 286–298, 2009, doi: 10.1108/09590550910941535.

[17]

Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, and Hogg, Margaret K., *Consumer behaviour: a European perspective*, 5th ed. Harlow: Pearson Education, 2013.

[18]

Szmigin, I. and Piacentini, M., *Consumer behaviour*. 2014.

[19]

M. J. Arnold and K. E. Reynolds, 'Hedonic shopping motivations', *Journal of Retailing*, vol. 79, no. 2, pp. 77–95, 2003, doi: 10.1016/S0022-4359(03)00007-1.

[20]

M. B. Holbrook and U. Dholakia, 'Goal Setting and Goal Striving in Consumer Behavior.', *Journal of Marketing*, vol. 63, no. 4, pp. 19–32, 1999 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=2444273&am>

p;site=ehost-live

[21]

Morris B. Holbrook and Elizabeth C. Hirschman, 'The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun', *Journal of Consumer Research*, vol. 9, no. 2, pp. 132-140, 1982 [Online]. Available:
<http://www.jstor.org/discover/10.2307/2489122?sid=21105714510023&uid=31236&uid=31234&uid=67&uid=3&uid=5910784&uid=3738032&uid=62&uid=2>

[22]

R. E. Petty, J. T. Cacioppo, and D. Schumann, 'Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement', *Journal of Consumer Research*, vol. 10, no. 2, pp. 135-146, 1983 [Online]. Available:
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=4662060&site=ehost-live>

[23]

Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, and Hogg, Margaret K., *Consumer behaviour: a European perspective*, 5th ed. Harlow: Pearson Education, 2013.

[24]

Szmigin, I. and Piacentini, M., *Consumer behaviour*. 2014.

[25]

R. W. Belk, 'Possessions and the Extended Self', *The journal of consumer research*, vol. 15, no. 2, 1988.

[26]

R. W. Belk, 'Extended Self in a Digital World.', *Journal of Consumer Research*, 2013 [Online]. Available:
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=90169610&site=ehost-live>

[27]

L. Malar, H. Krohmer, W. Hoyer, and B. Nyffenegger, 'Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self', *Journal of Marketing*, vol. 75, no. 4, pp. 35–52, 2011 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=bah&AN=61237676&site=ehost-live>

[28]

B. Mittal, 'I, me, and mine—how products become consumers' extended selves', *Journal of Consumer Behaviour*, vol. 5, no. 6, pp. 550–562, 2006, doi: 10.1002/cb.202.

[29]

Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, and Hogg, Margaret K., *Consumer behaviour: a European perspective*, 5th ed. Harlow: Pearson Education, 2013.

[30]

Szmigin, I. and Piacentini, M., *Consumer behaviour*. 2014.

[31]

d'Astous, A., Colbert, F., and Montpetit, D., 'Music Piracy on the Web - How Effective are Anti-Piracy Arguments?', *Journal of Consumer Policy*, no. 3, pp. 289–310, 2005 [Online]. Available: <http://search.proquest.com/docview/198357862?OpenUrlRefId=info:xri/sid:primo&accountid=8018>

[32]

Ajzen, I., 'Perceived Behavioral Control, Self Efficacy, Locus of Control and the Theory of Planned Behavior', *Journal of Applied Social Psychology*, vol. 32, no. 4, 2002.

[33]

I. Phau and M. Teah, 'Devil wears (counterfeit) Prada: a study of antecedents and outcomes of attitudes towards counterfeits of luxury brands', *Journal of Consumer Marketing*, vol. 26, no. 1, pp. 15–27, Jan. 2009, doi: 10.1108/07363760910927019.

[34]

E. A. Aish, S. McKechnie, I. Abosag, and S. Hassan, 'The mystique of macro-boycotting behaviour: a conceptual framework', *International Journal of Consumer Studies*, vol. 37, no. 2, pp. 165–171, Mar. 2013, doi: 10.1111/j.1470-6431.2012.01108.x.

[35]

Szmigin, I. and Piacentini, M., *Consumer behaviour*. 2014.

[36]

M. R. Solomon, G. J. Bamossy, S. Askegaard, and M. K. Hogg, *Consumer behaviour: a European perspective*, 5th ed. Harlow: Pearson Education, 2013.

[37]

G. Gorn, 'The Effects of Music In Advertising On Choice Behavior: A Classical Condi...', *Journal of Marketing*, 1982 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=5006578&site=ehost-live>

[38]

McSweeney, Frances K.; Bierley, Calvin, 1984, 'Recent Developments in Classical Conditioning', *The journal of consumer research*, vol. 11, no. 2, 1984.

[39]

K. Keller L., 'Conceptualizing, Measuring, Managing Customer-Based Brand Equity.', *Journal of Marketing*, vol. 57, no. 1, 1993 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=9308118328&site=ehost-live>

[40]

Walter R. Nord and J. Paul Peter, 'A Behavior Modification Perspective on Marketing', *Journal of Marketing*, vol. 44, no. 2, pp. 36–47, 1980 [Online]. Available: <http://www.jstor.org/stable/1249975>

[41]

Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, and Hogg, Margaret K., *Consumer behaviour: a European perspective*, 5th ed. Harlow: Pearson Education, 2013.

[42]

Szmigin, I. and Piacentini, M., *Consumer behaviour*. 2014.

[43]

Beatty, S.E & Smith, S.M, 'External Search Effort: An Investigation Across Several Product Categories.', *Journal of Consumer Research*, vol. 14, no. 1, pp. 83–95, 1987 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=4657178&site=ehost-live>

[44]

Bellman, James R.¹Park, C. Whan², 'Effects of Prior Knowledge and Experience and Phase of the Choice Process on Consumer Decision Processes: A Protocol Analysis.', *Journal of Consumer Research*, vol. 7, no. 3, pp. 234–248 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=4660055&site=ehost-live>

[45]

Bloch, P.H., Sherrell, D.L., and Ridgway, N.M., 'Consumer Search: An Extended Framework.', *Journal of Consumer Research*, vol. 13, no. 1, 1986 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=4659614&site=ehost-live>

[46]

Gabbott, M. and Hogg, G., 'Consumer Behaviour and Services: A Review.', *Journal of Marketing Management*, vol. 10, no. 4, 1994 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=17424723&site=ehost-live>

[47]

M. Hubert, 'Does neuroeconomics give new impetus to economic and consumer research?', *Journal of Economic Psychology*, vol. 31, no. 5, pp. 812–817, 2010, doi: 10.1016/j.joep.2010.03.009.

[48]

Mowen, John C, 'Beyond consumer decision making', *The Journal of Consumer Marketing*, vol. 5, no. 1, 1988 [Online]. Available: <http://search.proquest.com/docview/220114882?accountid=8018>

[49]

Olshavsky, R.W. & Granbois, D.H., 'Consumer Decision Making- Fact or Fiction?', *Journal of Consumer Research*, vol. 6, no. 2, pp. 93–100 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=4663375&site=ehost-live>

[50]

Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, and Hogg, Margaret K., *Consumer behaviour: a European perspective*, 5th ed. Harlow: Pearson Education, 2013.

[51]

Szmigin, I. and Piacentini, M., *Consumer behaviour*. 2014.

[52]

W. O. Bearden and M. J. Etzel, 'Reference Group Influence on Product and Brand Purchase Decisions.', *Journal of Consumer Research*, vol. 9, no. 2, pp. 183–194, 1982 [Online]. Available: <https://www.jstor.org/stable/2489127>

[53]

Bernoff, Josh & Li, Charlene, 'Harnessing the Power of the Oh-So-Social Web', MIT Sloan Management Review, vol. 49, no. 3, pp. 36-42, 2008 [Online]. Available: <http://search.proquest.com/docview/224962179?accountid=8018>

[54]

B. Cova and V. Cova, 'Tribal marketing', European Journal of Marketing, vol. 36, no. 5/6, pp. 595-620, 2002, doi: 10.1108/03090560210423023.

[55]

Fournier, S. and Lee, L., 'Getting Brand Communities Right.', Harvard Business Review, vol. 87, no. Issue 4, p105-111. 7p. 2 Color Photographs, 1 Illustration, pp. 105-111, 2009 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=37022046&site=ehost-live>

[56]

A. M. Muniz, Jr and T. C. O'Guinn, 'Brand Community.', Journal of Consumer Research, vol. 27, no. 4, pp. 412-432, 2001 [Online]. Available: <https://nottingham.idm.oclc.org/login?url=https://doi.org/10.1086/319618>

[57]

H. Schau, A. Muniz Jr, and E. Arnould, 'How Brand Community Practices Create Value.', Journal of Marketing, 2009 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=43550504&site=ehost-live>

[58]

M. R. Solomon, G. J. Bamossy, S. Askegaard, and M. K. Hogg, Consumer behaviour: a European perspective, 5th ed. Harlow: Pearson Education, 2013.

[59]

Szmigin, I. and Piacentini, M., Consumer behaviour. 2014.

[60]

T. L. Childers and A. R. Rao, 'The Influence of Familial and Peer-based Reference Groups on Consumer Decisions.', *Journal of Consumer Research*, vol. 1, no. 2, pp. 198-211, 1992
[Online]. Available:
<http://search.ebscohost.com/login.aspx?direct=true&db=bah&AN=9211092295&site=ehost-live>

[61]

M. J. Dotson and E. M. Hyatt, 'Major influence factors in children's consumer socialization', *Journal of Consumer Marketing*, vol. 22, no. 1, pp. 35-42, 2005, doi:
10.1108/07363760510576536.

[62]

Epp, A.M. and Price, L.L., 'Family Identity: A Framework of Identity Interplay in Consumption Practices.', *Journal of Consumer Research*, vol. 35, no. 1, pp. 50-70, 2008
[Online]. Available:
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=32511629&site=ehost-live>

[63]

E. Gentina and I. Muratore, 'Environmentalism at home: The process of ecological resocialization by teenagers', *Journal of Consumer Behaviour*, vol. 11, no. 2, pp. 162-169, 2012 [Online]. Available:
<http://search.ebscohost.com/login.aspx?direct=true&db=bah&AN=73821302&site=ehost-live>

[64]

Ben Kerrane; Margaret K. Hogg, 2013, 'Shared or non-shared?: Children's different consumer socialisation experiences within the family environment', *European Journal of Marketing* [Online]. Available:
<http://www.emeraldinsight.com/doi/full/10.1108/03090561311297436>

[65]

K. M. Palan and R. E. Wilkes, 'Adolescent-Parent Interaction in Family Decision Making.', *Journal of Consumer Research*, vol. 24, no. 2, pp. 159-169, 1997 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=bah&AN=9710031881&site=ehost-live>

[66]

Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, and Hogg, Margaret K., *Consumer behaviour: a European perspective*, 5th ed. Harlow: Pearson Education, 2013.

[67]

Szmigin, I. and Piacentini, M., *Consumer behaviour*. 2014.

[68]

Arnould, Eric J., 'Consumer Culture Theory (CCT): Twenty Years of Research.', *Consumer Culture Theory (CCT): Twenty Years of Research.*, vol. 31, no. 4, 2005 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=16337333&site=ehost-live>

[69]

A. G. Close and G. M. Zinkhan, 'Market-resistance and Valentine's Day events', *Journal of Business Research*, vol. 62, no. 2, pp. 200-207, 2009, doi: 10.1016/j.jbusres.2008.01.027.

[70]

R. W. Belk, M. Wallendorf, and J. F. Sherry, 'The Sacred and the Profane in Consumer Behavior: Theodicy on the Odyssey.', *Journal of Consumer Research*, vol. 16, no. 1, pp. 1-38, 1989 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=bah&AN=4664720&site=ehost-live>

[71]

Holt, Douglas B., 'How Consumers Consume: A Typology of Consumption.', *How Consumers Consume: A Typology of Consumption.*, vol. 22, no. 1, 1995 [Online]. Available:

<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=9507113972&site=ehost-live>

[72]

McCracken, Grant, 'Culture and Consumption: A Theoretical Account of the Structure: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods.', *Culture and Consumption: A Theoretical Account of the Structure: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods.*, vol. 13, no. 1, 1986 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=4658945&site=ehost-live>

[73]

M. Sally and T. Caroline, 'Social meanings in Christmas consumption: an exploratory study of UK celebr...', *Journal of Consumer Behaviour*, vol. 5, no. 2, 2006 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=20886507&site=ehost-live>

[74]

B. J. Pine II and J. H. Gilmore, 'Welcome to the experience economy', *Harvard Business Review*, vol. 76, no. 4, pp. 97-105, 1998 [Online]. Available: <http://web.b.ebscohost.com/ehost/detail/detail?vid=4&sid=8a7f26ff-86fc-490d-adc4-5619d2571d01%40sessionmgr111&hid=102&bdata=JnNpdGU9ZWwhvc3QtbGl2ZQ%3d%3d#AN=780230&db=buh>

[75]

M. Carrigan and A. Attalla, 'The myth of the ethical consumer – do ethics matter in purchase behaviour?', *Journal of Consumer Marketing*, vol. 18, no. 7, pp. 560-578, 2001, doi: 10.1108/07363760110410263.

[76]

R. Kozinets, K. De Valck, A. Wojnicki, and S. Wilner, 'Networked Narratives: Understanding Word-of-Mouth Marketing in Online Commu...', *Journal of Marketing*, 2010 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=47927924&site=ehost-live>