

N13701 Consumer Behaviour

N13701 Level 3 undergraduate module

[View Online](#)



-
1. Solomon, M. R. Consumer behaviour: a European perspective. (Pearson, 2016).
 2. Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, & Hogg, Margaret K. Consumer behaviour: a European perspective. (Pearson Education, 2013).
 3. Szmigin, I. & Piacentini, M. Consumer behaviour. (2014).
 4. Arnould, Eric J., Price, Linda, & Zinkhan, George M. Consumers. vol. McGraw-Hill/Irwin series in marketing (McGraw-Hill/Irwin, 2004).
 5. Evans, Martin, Foxall, G. R., & Jamal, Ahmad. Consumer behaviour. (J. Wiley, 2009).
 6. Blackwell, Roger D., Miniard, Paul W., & Engel, James F. Consumer behavior. (Thomson, 2006).

7.

Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, & Hogg, Margaret K. Consumer behaviour: a European perspective. (Pearson Education, 2013).

8.

Szmigin, I. & Piacentini, M. Consumer behaviour. (2014).

9.

Florin, D., Callen, B., Pratzel, M. & Kropp, J. Harnessing the power of consumer insight. Journal of Product & Brand Management **16**, 76–81 (2007).

10.

Schneider, J. & Hall, J. Why Most Product Launches Fail. Harvard Business Review **89**, (2011).

11.

Michael R. Solomon. Transfer of Power. Marketing Research **17**, 26–31 (2005).

12.

Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, & Hogg, Margaret K. Consumer behaviour: a European perspective. (Pearson Education, 2013).

13.

Szmigin, I. & Piacentini, M. Consumer behaviour. (2014).

14.

Hultén, B. Sensory cues and shoppers' touching behaviour: the case of IKEA. International Journal of Retail & Distribution Management **40**, 273–289 (2012).

15.

Hultén, B. Sensory marketing: the multi-sensory brand-experience concept. European Business Review **23**, 256–273 (2011).

16.

Soars, B. & Soars, B. Driving sales through shoppers' sense of sound, sight, smell and touch. International Journal of Retail & Distribution Management **37**, 286–298 (2009).

17.

Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, & Hogg, Margaret K. Consumer behaviour: a European perspective. (Pearson Education, 2013).

18.

Szmigin, I. & Piacentini, M. Consumer behaviour. (2014).

19.

Arnold, M. J. & Reynolds, K. E. Hedonic shopping motivations. Journal of Retailing **79**, 77–95 (2003).

20.

Holbrook, M. B. & Dholakia, U. Goal Setting and Goal Striving in Consumer Behavior. Journal of Marketing **63**, 19–32 (1999).

21.

Morris B. Holbrook and Elizabeth C. Hirschman. The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. Journal of Consumer Research **9**, 132–140 (1982).

22.

Petty, R. E., Cacioppo, J. T. & Schumann, D. Central and Peripheral Routes to Advertising

Effectiveness: The Moderating Role of Involvement. *Journal of Consumer Research* **10**, 135–146 (1983).

23.

Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, & Hogg, Margaret K. *Consumer behaviour: a European perspective*. (Pearson Education, 2013).

24.

Szmigin, I. & Piacentini, M. *Consumer behaviour*. (2014).

25.

Belk, R. W. Possessions and the Extended Self. *The journal of consumer research* **15**, (1988).

26.

Belk, R. W. Extended Self in a Digital World. *Journal of Consumer Research* (2013).

27.

Malar, L., Krohmer, H., Hoyer, W. & Nyffenegger, B. Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self. *Journal of Marketing* **75**, 35–52 (2011).

28.

Mittal, B. I, me, and mine—how products become consumers' extended selves. *Journal of Consumer Behaviour* **5**, 550–562 (2006).

29.

Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, & Hogg, Margaret K. *Consumer behaviour: a European perspective*. (Pearson Education, 2013).

30.

Szmigin, I. & Piacentini, M. Consumer behaviour. (2014).

31.

d'Astous, A., Colbert, F., & Montpetit, D. Music Piracy on the Web - How Effective are Anti-Piracy Arguments? *Journal of Consumer Policy* 289-310 (2005).

32.

Ajzen, I. Perceived Behavioral Control, Self Efficacy, Locus of Control and the Theory of Planned Behavior. *Journal of Applied Social Psychology* 32, (2002).

33.

Phau, I. & Teah, M. Devil wears (counterfeit) Prada: a study of antecedents and outcomes of attitudes towards counterfeits of luxury brands. *Journal of Consumer Marketing* 26, 15-27 (2009).

34.

Aish, E. A., McKechnie, S., Abosag, I. & Hassan, S. The mystique of macro-boycotting behaviour: a conceptual framework. *International Journal of Consumer Studies* 37, 165-171 (2013).

35.

Szmigin, I. & Piacentini, M. Consumer behaviour. (2014).

36.

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

37.

Gorn, G. The Effects of Music In Advertising On Choice Behavior: A Classical Condit...

Journal of Marketing (1982).

38.

McSweeney, Frances K.; Bierley, Calvin, 1984. Recent Developments in Classical Conditioning. *The journal of consumer research* **11**, (1984).

39.

Keller, K., L. Conceptualizing, Measuring, Managing Customer-Based Brand Equity. *Journal of Marketing* **57**, (1993).

40.

Walter R. Nord and J. Paul Peter. A Behavior Modification Perspective on Marketing. *Journal of Marketing* **44**, 36-47 (1980).

41.

Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, & Hogg, Margaret K. *Consumer behaviour: a European perspective*. (Pearson Education, 2013).

42.

Szmigin, I. & 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* **14**, 83-95 (1987).

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* **7**, 234-248.

45.

Bloch, P.H., Sherrell, D.L. & Ridgway, N.M. Consumer Search: An Extended Framework. Journal of Consumer Research **13**, (1986).

46.

Gabbott, M. & Hogg, G. Consumer Behaviour and Services: A Review. Journal of Marketing Management **10**, (1994).

47.

Hubert, M. Does neuroeconomics give new impetus to economic and consumer research? Journal of Economic Psychology **31**, 812-817 (2010).

48.

Mowen, John C. Beyond consumer decision making. The Journal of Consumer Marketing **5**, (1988).

49.

Olshavsky, R.W. & Granbois, D.H. Consumer Decision Making- Fact or Fiction? Journal of Consumer Research **6**, 93-100.

50.

Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, & Hogg, Margaret K. Consumer behaviour: a European perspective. (Pearson Education, 2013).

51.

Szmigin, I. & Piacentini, M. Consumer behaviour. (2014).

52.

Bearden, W. O. & Etzel, M. J. Reference Group Influence on Product and Brand Purchase Decisions. Journal of Consumer Research **9**, 183-194 (1982).

53.

Bernoff, Josh & Li, Charlene. Harnessing the Power of the Oh-So-Social Web. *MIT Sloan Management Review* **49**, 36–42 (2008).

54.

Cova, B. & Cova, V. Tribal marketing. *European Journal of Marketing* **36**, 595–620 (2002).

55.

Fournier, S. and Lee, L. Getting Brand Communities Right. *Harvard Business Review* **87**, 105–111 (2009).

56.

Muniz, Jr, A. M. & O'Guinn, T. C. Brand Community. *Journal of Consumer Research* **27**, 412–432 (2001).

57.

Schau, H., Muniz Jr, A. & Arnould, E. How Brand Community Practices Create Value. *Journal of Marketing* (2009).

58.

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

59.

Szmigin, I. & Piacentini, M. *Consumer behaviour*. (2014).

60.

Childers, T. L. & Rao, A. R. The Influence of Familial and Peer-based Reference Groups on Consumer Decisions. *Journal of Consumer Research* **1**, 198–211 (1992).

61.

Dotson, M. J. & Hyatt, E. M. Major influence factors in children's consumer socialization. *Journal of Consumer Marketing* **22**, 35–42 (2005).

62.

Epp, A.M. & Price, L.L. Family Identity: A Framework of Identity Interplay in Consumption Practices. *Journal of Consumer Research* **35**, 50–70 (2008).

63.

Gentina, E. & Muratore, I. Environmentalism at home: The process of ecological resocialization by teenagers. *Journal of Consumer Behaviour* **11**, 162–169 (2012).

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*.

65.

Palan, K. M. & Wilkes, R. E. Adolescent-Parent Interaction in Family Decision Making. *Journal of Consumer Research* **24**, 159–169 (1997).

66.

Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, & Hogg, Margaret K. *Consumer behaviour: a European perspective*. (Pearson Education, 2013).

67.

Szmigin, I. & 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*. **31**, (2005).

69.

Close, A. G. & Zinkhan, G. M. Market-resistance and Valentine's Day events. *Journal of Business Research* **62**, 200–207 (2009).

70.

Belk, R. W., Wallendorf, M. & Sherry, J. F. The Sacred and the Profane in Consumer Behavior: Theodicy on the Odyssey. *Journal of Consumer Research* **16**, 1–38 (1989).

71.

Holt, Douglas B. How Consumers Consume: A Typology of Consumption. *How Consumers Consume: A Typology of Consumption*. **22**, (1995).

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*. **13**, (1986).

73.

Sally, M. & Caroline, T. Social meanings in Christmas consumption: an exploratory study of UK celebr... *Journal of Consumer Behaviour* **5**, (2006).

74.

Pine II, B. J. & Gilmore, J. H. Welcome to the experience economy. *Harvard Business Review* **76**, 97–105 (1998).

75.

Carrigan, M. & Attalla, A. The myth of the ethical consumer – do ethics matter in purchase behaviour? Journal of Consumer Marketing **18**, 560–578 (2001).

76.

Kozinets, R., De Valck, K., Wojnicki, A. & Wilner, S. Networked Narratives: Understanding Word-of-Mouth Marketing in Online Commu... Journal of Marketing (2010).