

International Journal Of Consumer Studies

Consumer behavior is becoming increasingly complex in the current global market. A broader understanding of the psychologically-driven motivation of consumers and characteristics of the consumer decision-making process is vital for effective customer engagement in the global economy. The Handbook of Research on Leveraging Consumer Psychology for Effective Customer Engagement provides current research on topics relevant to consumer beliefs, feelings, attitudes, and intentions and how best to utilize this research improving consumer appeal and relationships. Emphasizing critical topics in the field of consumer behavior research, this publication is a comprehensive resource for marketing professionals, managers, retailers, advertising executives, scholars, and graduate-level students in marketing, psychology, and MBA programs.

Marketing Research 4th Asia-Pacific edition continues to equip students with the knowledge and skills required to successfully undertake marketing research. Combining a solid theoretical foundation with a practical, step-by-step approach, the marketing research process is explored through a learning model that is constantly reinforced throughout the text. Using a raft of contemporary local and international examples, data sets and case studies to explain traditional marketing research methods, Marketing Research also examines new theories and techniques. To reflect emerging industry practices, each stage of research reporting is detailed, as well as a range of presentation methodologies. This edition of Marketing Research continues to integrate Qualtrics, a robust and easy-to-use online survey tool that provides students with a platform for designing, distributing and evaluating survey results, to strengthen its 'learning by doing' approach. For analysing data, the text covers both SPSS and EXCEL outputs. This text is indispensable for students studying marketing research in any business or marketing course.

As developing nations increase their consumption rate, their relevance in the global market place grows. Existing assumptions and postulations about consumer consumption in various societies are being displaced largely due to the dynamic nature of the market. However, research has not been adequately devoted to explore the developments in consumer behavior in developing nations, which has resulted in numerous unanswered questions. Exploring the Dynamics of Consumerism in Developing Nations provides vital research on consumer behavior in developing countries and changes in the socio-cultural dimensions of marketing. While highlighting topics such as celebrity influence, marketing malpractices, and the adoption of e-government, this publication is ideally designed for researchers, advanced-level students, policymakers, and managers.

A Research Companion

Proceedings of the 2017 Academy of Marketing Science (AMS) Annual Conference

Proceedings of the 33rd Eurasia Business and Economics Society Conference

Young Consumer Behaviour

Handbook of Research on Leveraging Consumer Psychology for Effective Customer Engagement

Understanding and Evaluating Research: A Critical Guide shows students how to be critical consumers of research and to appreciate the power of methodology as it shapes the research question, the use of theory in the study, the methods used, and how the outcomes are reported. The book starts with what it means to be a critical and uncritical reader of research, followed by a detailed chapter on methodology, and then proceeds to a discussion of each component of a research article as it is informed by the methodology. The book encourages readers to select an article from their discipline, learning along the way how to assess each component of the article and come to a judgment of its rigor or quality as a scholarly report.

International Journal of consumer studies**Bulletin****Exploring the Dynamics of Consumerism in Developing Nations****GI Global**

Issues in Marketing / 2011 Edition is a ScholarlyEditions™ eBook that delivers timely, authoritative, and comprehensive information about Marketing. The editors have built Issues in Marketing / 2011 Edition on the vast information databases of ScholarlyNews.™ You can expect the information about Marketing in this eBook to be deeper than what you can access anywhere else, as well as consistently reliable, authoritative, informed, and relevant. The content of Issues in Marketing / 2011 Edition has been produced by the world's leading scientists, engineers, analysts, research institutions, and companies. All of the content is from peer-reviewed sources, and all of it is written, assembled, and edited by the editors at ScholarlyEditions™ and available exclusively from us. You now have a source you can cite with authority, confidence, and credibility. More information is available at <http://www.ScholarlyEditions.com>.

Green Consumerism

Special Issue: Consumer Education and Empowerment

Back to the Future: Using Marketing Basics to Provide Customer Value

Environmental Sustainability in Emerging Markets

Special Issue: Consumer Perspectives on Housing

Special Issue on Food Safety

Digital communication has altered the flow of global information, evolved consumer values and changed consumption practices worldwide. *New Perspectives on Critical Marketing and Consumer Society* provides an illuminating, challenging and thought-provoking guide for all upper-level students of marketing, branding and consumer behaviour.

Teaching Fashion Studies is the definitive resource for instructors of fashion at the undergraduate level and beyond. The first of its kind, it offers extensive, practical support for both seasoned instructors and those at the start of an academic career, in addition to interdisciplinary educators looking to integrate fashion into their classes. Informed by the latest research in the field and written by an international team of experts, *Teaching Fashion Studies* equips educators with a diverse collection of exercises, assignments, and pedagogical reflections on teaching fashion across disciplines. Each chapter offers an assignment, with guidance on how to effectively implement it in the classroom, as well as reflections on pedagogical strategies and student learning outcomes. Facilitating the integration of practice and theory in the classroom, topics include: the business of fashion; the media and popular culture; ethics and sustainability; globalization; history; identity; trend forecasting; and fashion design.

Although one perspective depicts young consumers as vulnerable and passive in the marketplace system, our knowledge of this consumer group will be inadequate if limited to this contention. Their roles and relevance in family consumption activities are becoming increasingly profound. Available evidence shows that they cannot be ignored in the marketplace dynamics as they consume goods and services in their households and are involved in various other active roles in their household consumption including making decisions where applicable. Hence, the landscape of young consumer behaviour is changing. *Young Consumer Behaviour: A Research Companion* focusses on exploring the behaviour of young consumers as individuals and societal members. The chapters address different aspects of consumption activities of children as individuals like motivation, involvement, perception, learning, attitude, the self, and personality. Similarly, chapters on consumer behaviour in social settings contextualised to young consumers including culture, sub-culture, family, and groups are incorporated into the book. This book fills a gap in the literature by addressing the dynamics of consumption patterns of this consumer group, in relation to various marketing stimuli and different stakeholders. It combines eclectic perspectives on the topic and specifically, bridges the gap between historical perspectives and contemporary issues. Building on the extant literature in the field of marketing and consumer behaviour, this book is a compendium of research materials and constitutes an essential reference source on young consumer behaviour issues with both academic and managerial implications.

The Oxford Handbook of Political Consumerism

Liverpool, UK ; [in July 2005]

Special Issue: Protecting and Empowering Consumers

Handbook of Research on Consumerism and Buying Behavior in Developing Nations

Routledge Handbook on Consumption

Consumer Behaviour and Sustainable Fashion Consumption

This book analyses the importance of consumer behaviour in sustainable fashion and consumption. Consumer behaviour plays a major role in sustainability, and when it comes to textile products, a number of studies have shown that for certain product categories, consumer behaviour during use and disposal stages influences the entire life cycle impacts of the product more than the raw material and manufacturing stages. However green the production, the overall sustainability of a product depends on the consumers who use and dispose of it.

The global phenomenon of political consumerism is known through such diverse manifestations as corporate boycotts, increased preferences for organic and fairtrade products, and lifestyle choices such as veganism. It has also become an area of increasing research across a variety of disciplines. Political consumerism uses consumer power to change institutional or market practices that are found ethically, environmentally, or politically objectionable. Through such actions, the goods offered on the consumer market are problematized and politicized. Distinctions between consumers and citizens and between the economy and politics collapse. The Oxford Handbook of Political Consumerism offers the first comprehensive theoretical and comparative overview of the ways in which the market becomes a political arena. It maps the four major forms of political consumerism: boycotting, buycotting (spending to show support), lifestyle politics, and discursive actions, such as culture jamming. Chapters by leading scholars examine political consumerism in different locations and industry sectors, and in consideration of environmental and human rights problems, political events, and the ethics of production and manufacturing practices. This volume offers a thorough exploration of the phenomenon and its myriad dilemmas, involving religion, race, nationalism, gender relations, animals, and our common future. Moreover, the Handbook takes stock of political consumerism's effectiveness in solving complex global problems and its use to both promote and impede democracy.

This book presents selected papers from the 33rd Eurasia Business and Economics Society (EBES) Conference, virtually held in Madrid (Spain) due to the Covid-19 pandemic. The theoretical and empirical papers gathered here cover diverse areas of business, economics and finance in various geographic regions, including not only topics from HR, management, finance, marketing but also contributions on public economics, political economy and regional studies.

Issues in Marketing: 2011 Edition

Special Issue: Home Economics

Exploring the Dynamics of Consumerism in Developing Nations

New Perspectives on Critical Marketing and Consumer Society

Consumer Behavior and Marketing

Principles and Practice

Having a grasp on what appeals to consumers and how consumers are making purchasing decisions is essential to the success of any organization that thrives by offering a product or service. Despite the importance of consumer knowledge and understanding, research-based insight into the buying patterns and consumption habits of individuals in emerging nations remains limited. The Handbook of Research on Consumerism and Buying Behavior in Developing Nations takes a critical look at the often overlooked opportunities available for driving consumer demand and interest in developing countries. Emphasizing the power of the consumer market in emerging economies and their overall role in the global market system, this edited volume features research-based perspectives on consumer perception, behavior, and relationship management across industries. This timely publication is an essential resource for marketing professionals, consumer researchers, international business strategists, scholars, and graduate-level students.

As the landscape of marketing knowledge changes, contemporary buyers, be it individuals or organisations are now more informed, more demanding and crave value co-creation with marketers. This, coupled with technological and socio-cultural changes, provides robust evidence that the old perspectives, assumptions, and practices of marketing are no longer satisfactory. Contemporary Issues in Marketing is a comprehensive, up-to-date, and cutting edge resource that presents a coherent understanding of topical issues in marketing. Bringing together theory and practitioners' perspectives, it firmly addresses the prevailing challenges in the marketing world. Using vignettes on topics such as technology, ethics and practitioner viewpoints, this book explores the paradigm shift in marketing and developments in thoughts throughout the discipline.

Consumption research is burgeoning across a wide range of disciplines. The Routledge Handbook on Consumption gathers experts from around the world to provide a nuanced overview of the latest scholarship in this expanding field. At once ambitious and timely, the volume provides an ideal map for those looking to position their work, find new analytic insights and identify research gaps. With an intuitive thematic structure and resolutely international outlook, it engages with theory and methodology; markets and businesses; policies, politics and the state; and culture and everyday life. It will be essential reading for students and scholars across the social and economic sciences.

Consumer, Organisation and Policy Perspectives

Teaching Fashion Studies

Special Conference Issue: ConsumerO9

Special Issue: the Consumer and Values-based Labels

Consumer Behaviour for a Sustainable Future : [papers ... Were Presented at the 5th International Consumer Sciences and Research Conference ... Bonn, Germany, from 18 to 20 July 2011]

How devices shape consumer culture

Daily existence is more interconnected to consumer behaviors than ever before, encompassing many issues of well-being. Problems include unhealthy eating; credit card mismanagement; alcohol, tobacco, pornography, and gambling abuse; marketplace discrimination; and ecological deterioration, as well as at-risk groups who are impoverished, impaired, or elderly. Opportunities for well-being via consumer behaviors include empowerment via the Internet, product sharing, leisure pursuits, family consumption, and pro-environmental activities, among others. In 2005 the Association for Consumer Research launched Transformative Consumer Research (TCR). Its mission is to foster research on quality of life that is both rigorous and applied for better assisting consumers, their caregivers, policy administrators, and executives. This edited volume includes 33 chapters on a wide range of topics by expert international authors. All royalties from sales of this book are donated to the Association to support TCR grants.

Marketing Research 2nd Asia-Pacific edition continues to equip students with the knowledge and skills required to successfully undertake marketing research. Combing a solid theoretical foundation with a practical, step-by-step approach, the marketing research process is explored through a learning model which is reinforced throughout the text. Using a raft of contemporary local and international examples, data sets and case studies to explain traditional marketing research methods, Marketing Research also examines new theories and techniques such as grounded theory, ethnography, phenomenology, automated interviewing, text, data mining and the increasing use of online panels. To strength its 'learning by doing' approach, this edition of Marketing Research integrates Qualtrics: a robust and easy-to-use online survey tool that provides students with a platform for designing, distributing and evaluating survey results. For analysing data, the text covers both SPSS and EXCEL outputs. Finally, each stage of research reporting is explained, as well as a range of presentation methodologies. This text is indispensable for students studying marketing research in any business or marketing course.

Contemporary consumer society is increasingly saturated by digital technology, and the devices that deliver this are increasingly transforming consumption patterns. Social media, smartphones, mobile apps and digital retailing merge with traditional consumption spheres, supported by digital devices which further encourage consumers to communicate and influence other consumers to consume. Through a wide range of empirical studies which analyse the impact of digital devices, this volume explores the digitization of consumption and shows how consumer culture and consumption practices are fundamentally intertwined and mediated by digital devices. Exploring the development of new consumer cultures, leading international scholars from sociology, marketing and ethnology examine the effects on practices of consumption and marketing, through topics including big data, digital traces, streaming services, wearables, and social media's impact on ethical consumption. Digitalizing Consumption makes an important contribution to practice-based approaches to consumption, particularly the use of market devices in consumers' everyday consumer life, and will be of interest to scholars of marketing, cultural studies, consumer research, organization and management.

Special Conference Issue: Consumer11

An International Perspective

International Journal of consumer studies

Critical Perspectives on Diversity, Equity, and Inclusion in Marketing

Marketing Research: Asia-Pacific Edition

Bulletin

This Edited Volume "Consumer Behavior and Marketing" is a collection of reviewed and relevant research chapters, offering a comprehensive overview of recent developments in the field of psychology. The book comprises single chapters authored by various researchers and edited by an expert active in the research area. All chapters are complete in itself but united under a common research study topic.

This publication aims at providing a thorough overview of the latest research efforts by international authors and open new possible research paths for further novel developments.

This sixth volume in the SAGE Series on Green Society covers the consumption, availability, and distribution of energy and other resources in the personal consumer environment.

Marketers have attracted criticism from advocates of marketing ethics for not giving equal attention to all consumers. In other contexts, other nomenclatures such as less privileged or low-income consumers are being used to describe consumers. However, a critical view of the scope of the disadvantaged consumers shows that it is beyond having limited income and encapsulates all forms of limitations that prevent full inclusion in marketplace opportunities. Critical Perspectives on Diversity, Equity, and inclusion in Marketing focuses on exploring diversity, equity, and inclusion in marketing as related to individuals, groups, organizations, and societies. It provides insight into consumption practices, diversity, inclusion, limitations, and their theoretical and practical implications. Covering topics such as ethnic identity negotiation, marketing implications, and consumer vulnerability, this premier reference source is an eclectic resource for business leaders and managers, marketers, sociologists, DEI professionals, libraries, students and educators of higher education, researchers, and academicians.

Special Issue: New Approaches to Consumer Research

Contemporary Issues in Marketing

An A-to-Z Guide

A Critical Guide

Special Conference Issue: Papers from the Second International Institute of Consumer Sciences Research Conference

Special Issue: Older People as Consumers

This proceedings volume presents timely research and insights on the advancement of marketing's basic premise: providing greater levels of customer value. In recent years, both marketing scholars and practitioners have witnessed great advancements in technology and methodologies associated with big data, with location-based marketing centered on mobile apps and the real-time tracking of consumer behavior, and with innovations and enhancements in communications utilizing the continually growing presence of social media. Featuring the full proceedings of the 2017 Academy of Marketing Science (AMS) Annual Conference held in Coronado Island, California, this volume provides ground-breaking research from scholars and practitioners from around the world that will help marketers in providing value for companies, consumers and society. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Understanding and Evaluating Research

Special Issue: Papers from the 3rd International Consumer Sciences Research Conference, Belfast, UK

Consumer Voice and Representation

Transformative Consumer Research for Personal and Collective Well-being

Eurasian Business and Economics Perspectives

Special Issue: Consumer Issues in Retailing