

## Journal Of Consumer Research Associate Editors

**Consumer Research: Postcards from the Edge** is a collection of cutting-edge essays by leading exponents of postmodern consumer research from Europe and America. Topics covered include: \* chronicle, composition and fabulation in consumer research \* postmodern approaches to pluralism in consumer research \* marketing in cyberspace \* poststructuralism in marketing \* semiotics in marketing and consumer research

The creation and management of customer relationships is fundamental to the practice of marketing. Marketers have long maintained a keen interest in relationships: what they are, why they are formed, what effects they have on consumers and the marketplace, how they can be measured and when and how they evolve and decline. While marketing research has a long tradition in the study of business relationships between manufacturers and suppliers and buyers and sellers, attention in the past decade has expanded to the relationships that form between consumers and their brands (such as products, stores, celebrities, companies or countries). The aim of this book is to advance knowledge about consumer-brand relationships by disseminating new research that pushes beyond theory, to applications and practical implications of brand relationships that businesses can apply to their own marketing strategies. With contributions from an impressive array of scholars from around the world, this volume will provide students and researchers with a useful launch pad for further research in this blossoming area.

Social media has provided endless opportunities for marketers, fuelling their desire to learn more about their consumers through this dynamic online environment. Yet many organisations are finding it difficult to create effective marketing strategies, making decisions that are based on research that is highly focused on the nature and boundaries of social media. The changing behaviour of consumers, variety of platforms and changing culture indicates that much of the research around this topic is still highly fragmented. **Social Media in the Marketing Context: A State of the Art Analysis and Future Directions** provides a comprehensive overview of the current literature surrounding social media and the marketing discipline, highlighting future development opportunities in both knowledge and practice. includes extensive literature search on social media in the context of the marketing discipline provides key areas for future research and recommendations for practitioners shows the importance for marketers of understanding individual behaviour on social media

In recent years, all types of businesses have increasingly focused on the importance of the relationship with the customer. Customer knowledge management has become a well-known term used in the business and academic worlds for understanding how to control consumer behavior. **The Handbook of Research on Managing and Influencing Consumer Behavior** discusses the importance of understanding and implementing customer knowledge management and customer relationship management into everyday business workflows. This comprehensive reference work highlights the changes that the Internet and social media have brought to consumer behavior, and is of great use to marketers, businesses, academics, students, researchers, and professionals.

Gifts, Romance, and Consumer Culture

The Leadership Experience + Mindtap Management, 1 Term 6 Months Access Card

Explorations in Theory, Practice, and Pedagogy

Custom Consumer Behavior

Multi-Item Measures for Marketing and Consumer Behavior Research

***Societal marketing has gained widespread recognition in the marketing discipline both in academia and the professional industry. The Handbook of Research on Contemporary Consumerism is an essential reference source that provides an in-depth understanding on the various aspects and issues of consumerism and reveals the critical success factors and conceptual and theoretical frameworks of these concepts from recent contexts and perspectives. Additionally, it examines the impact of identity on marketing and branding from the consumerist perspective, discusses consumerism as a source of innovation and product development, and provides insights on consumerism and profitability. Featuring research on topics such as circular economy, digital marketing, and social media, this book is ideally designed for practitioners, managers, marketers, academic researchers, and students.***

***Brand relationships are critical because they can enhance company profitability by lowering customer acquisition and retention costs. This is the first serious academic book to offer a psychological perspective on the meaning of and basis for brand relationships, as well as their effects. "The Handbook of Brand Relationships" includes chapters by well-known marketing and psychology scholars on topics related to the meaning, significance, and measurement of brand relationships; the critical connections between consumers and the brand; how brand relationships are formed through both thoughtful and non-thoughtful processes; and how they are built, repaired, and leveraged through brand extensions. An integrative framework introduces the book and summarizes the chapters' key ideas. The handbook also identifies several novel metrics for measuring various aspects of brand relationships, and it includes recommendations for further research.***

***Marketing Research, 5e equips 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 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. 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. Premium online teaching and learning tools are available on the MindTap platform. Learn more about the online tools [cengage.com.au/mindtap](http://cengage.com.au/mindtap)***

***This Handbook examines the area of consumer behaviour from the perspective of current developments and developing areas for the discipline, to new opportunities that comprehend the nature of consumer choice and its relationship to marketing. Consumer research incorporates perspectives from a spectrum of long-established sciences: psychology, economics and sociology. This Handbook strives to include this multitude of sources of thought, adding geography, neuroscience, ethics and behavioural ecology to this list. Encompassing scholars with a passion for researching consumers, this Handbook highlights important***

*developments in consumer behaviour research, including consumer culture, impulsivity and compulsiveness, ethics and behavioural ecology. It examines evolutionary and neuroscience perspectives as well as consumer choice. Undergraduate and postgraduate students and researchers in marketing with interests in consumer behaviour will find this enriching resource invaluable.*

*Contemporary Approaches Studying Customer Experience in Tourism Research*

*A State of the Art Analysis and Future Directions*

*Transformative Consumer Research for Personal and Collective Well-being*

*Understanding and Influencing Consumer Behavior in the Virtual World*

*Virtual Social Identity and Consumer Behavior*

*The Routledge Companion to Consumer Behavior*

*From the editor team of the ground-breaking Consumer-Brand Relationships: Theory and Practice comes this new volume. Strong Brands, Strong Relationships is a collection of innovative research and management insights that build upon the foundations of the first book, but takes the study of brand relationships outside of traditional realms by applying new theoretical frameworks and considering new contexts. The result is an expanded and better-informed account of people's relationships with brands and a demonstration of the important and timely implications of this evolving sub-discipline. A range of different brand relationship environments are explored in the collection, including: online digital spaces, consumer collectives, global brands, luxury brands, branding in terrorist organizations, and the brand relationships of men and transient consumers. This book attends to relationship endings as well as their beginnings, providing a full life-cycle perspective. While the first volume focused on positive relationship benefits, this collection explores dysfunctional dynamics, adversarial and politically-charged relationships, and those that are harmful to well-being. Evocative constructs are leveraged, including secrets, betrayals, anthropomorphism, lying, infidelity, retaliation, and bereavement. The curated collection provides both a deeper theoretical understanding of brand relationship phenomena and ideas for practical application from experiments and execution in commercial practice. Strong Brands, Strong Relationships will be the perfect read for marketing faculty and graduate students interested in branding dynamics, as well as managers responsible for stewarding brands.*

*The concepts of artification and sustainability are now both at the heart of luxury brand marketing strategies; artification as an ongoing process of transformation in the world of art and sustainability as an indispensable response to the issues of our times. The Future of Luxury Brands examines three interrelated luxury-marketing segments—the art world, fashion and fine wines including hospitality services—through the dual lenses of sustainability and artification. From safeguarding human and natural resources to upholding labor rights and protecting the environment, sustainability has taken center stage in consumer consciousness, embodying both moral authority and sound business practices. At the same time, artification—the process by which non-art is reconceived as art—applies the cachet of art to business, affording commercial products the sacred status accorded to works of art. When commercial products enter the realm of aesthetic creation, artification and consumer engagement inevitably increases. This pioneering book examining artification and sustainability as strategic pillars of marketing strategies in the luxury industry will be essential reading for practitioners working in luxury product companies, as also students of luxury brand marketing.*

*This book examines both the theory and applications of marketing higher education in a global environment. Universities and colleges face new challenges in student recruitment and international competition. This book is designed to offer new insights into international marketing of higher education. With declining domestic enrollments and continuing funding cuts, many higher education institutions are exploring new ways to market and promote themselves to international students. Higher education institutions view international students not only as a source of revenue, but also as an integral part of an overall academic strategy. While international students face many destination choices, they normally choose universities and colleges in developed countries such as the US, Canada, UK, Australia, and New Zealand. The international marketing of higher education is of growing importance to universities and colleges today.*

*A leading Professor of Retail Marketing presents 5 new frames through which students and practitioners can understand and approach the evolving environment of retailing today: Entrepreneurial mindset, Excitement, Education, Experience, and Engagement. Due to the influence of online shopping, social media, retailing analytics, and the growth of mobile shopping, the retail business environment has had to evolve dramatically in recent years. Dhruv Grewal believes that this change in the retail market means the marketing mix, or 4Ps definition - place, price, product, and promotion, must be transformed. In its place, Grewal introduces the 5Es retail Management framework. A new perspective for retailers to follow in order to be innovative and to ensure ongoing success. The book provides insights and ideas from retailers across the world to reinforce this new perspective, and offers direct examples of best practice from leading retailers such as Amazon, Victoria's Secret, Kroger, Tesco, Zara and Groupon, amongst others. Online resources include PowerPoint Slides, Video links and Testbank Suitable reading for students of retail marketing.*

*Postcards From the Edge*

*Qualitative Consumer and Marketing Research*

*Consumer Behavior*

*International Marketing of Higher Education*

*Consumer Behaviour*

### **Artification and Sustainability**

Scaling Procedures: Issues and Applications examines the issues involved in developing and validating multi-item self-report scales of latent constructs. Distinguished researchers and award-winning educators Richard G. Netemeyer, William O. Bearden, and Subhash Sharma present a four-step approach for multi-indicator scale development. With these steps, the authors include relevant empirical examples and a review of the concepts of dimensionality, reliability, and validity. Scaling Procedures: Issues and Applications supplies cutting-edge strategies for developing and refining measures. Providing concise chapter introductions and summaries, as well as numerous tables, figures, and exhibits, the authors present recommended steps and overlapping activities in a logical, sequential progression.

'Marketing scholars and marketing research practitioners will find this book useful. It offers an excellent sourcebook for a variety of scales, and the reviews of the scales are thoughtful and well crafted. The book includes many of the most widely used scales in the field. Its relatively modest price will also make it particularly attractive' - Journal of Marketing Research This Second Edition of the highly successful Handbook of Marketing Scales is an essential, time-saving resource for all marketing professionals, researchers, and graduate students. After an exhaustive search of the field's major publications, they have included only those measures of most use to researchers. Online Consumer Psychology addresses many of the issues created by the Internet and goes beyond the topic of advertising and the Web to include topics such as customization, site design, word of mouth processes, and the study of consumer decision making while online. The theories and research methods help provide greater insight into the processes underlying consumer behavior in online environments. Broken into six sections, this book: focuses on community and looks at the Internet's ability to bring like-minded individuals from around the world into one forum; examines issues related to advertising, specifically click-through rates and advertising content placed within gaming online and wireless networks; provides readers with reasons why consumers customize products and the benefits of customization; discusses the psychological effects of site design; asks the question of whether the Internet empowers consumers to make better decisions; and discusses research tools that can be used online.

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.

The SAGE Handbook of Applied Social Research Methods

New Directions in Consumer Research

Handbook of Research on Contemporary Consumerism

Contemporary Perspectives on Consumer Motives, Goals and Desires

Handbook of Developments in Consumer Behaviour

Psycholinguistic Phenomena in Marketing Communications

This four-volume collection focuses on emerging and cutting-edge work which is shaping the contemporary landscape of consumer research. The volumes bring together research papers related to practices, sharing, politics and spaces. The editors provide a set of comprehensive introductions that scopes out current understanding in the directions for future research in relation to the key themes. This Major Work will be of interest to scholars in a broad range of disciplines, including Marketing and Consumer Cultural Studies, Media Studies, Human Geography and Sociology. Volume One: Practices Volume Two: Sharing Volume Three: Politics Volume Four: Space

Women are the world's most powerful consumers, yet they are largely marketed to erroneously through misconceptions and patriarchal views that distort the reality of their lives and work. This book examines the contradictions and mismatches between women's everyday experiences and market representations. It considers how women themselves engage in paradoxical behaviour in both resisting and supporting conflicting messages. The volume emphasizes paradox as a form of agency and negotiation through which women create meanings. The contributions highlight the ways in which women transform inconsistencies and contradictions in advertising and marketing, global consumption practices and consumption into positive practices for living. The rich range of ethnographic accounts, drawn from countries including the United States, Brazil, Mexico, Denmark, Japan and India, provide readers with a valuable perspective on consumer behaviour.

This book brings together an international collection of authors from a variety of disciplines who offer new and critical perspectives, summarize key findings and provide theoretical frameworks to guide the reader through the 'why?' of consumption. The book answers questions such as: What is the nature of motives, goals, and desires? What are consumption behaviours? Why do consumers buy and consume particular products, brands and services from the multitude of alternatives afforded by their environment? How do consumers think and feel about their cravings? Unique in focus and with a multifaceted approach which anyone interested in consumption and consumer research will find a topical book provides an excellent overview of current research, and imparts key insights to illuminate the subject for both academics and practitioners alike.

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Consumer Behavior + Mindtap Marketing, 1 Term 6 Months Access Card

Crossing Critical Boundaries

Consumer-Brand Relationships

Scaling Procedures

Race in the Marketplace

Issues and Applications

Race in the Marketplace Crossing Critical Boundaries Springer

The field of psycholinguistics and the application of psycholinguistic theory to advertising and marketing communication has become a topic of great prominence in the field of consumer behavior. Psycholinguistic Phenomena in Marketing Communications is the first book to address the growing research in this area. This timely volume combines research conducted by current scholars as it demonstrates diversity of the field in terms of relevant topics and methodological approaches. It examines brand names and their semantic and sound-based impact; sentence structure and research in marketing communication; advertising narratives evoking emotional responses; the effects of empathy response on advertising; and the role of language and images in creation of advertising. The book includes authors from a variety of fields, including mass communication, marketing, social psychology, linguistics, and neuropsychology. A range of perspectives is discussed, from qualitative text analysis to controlled psychological experimentation. Psycholinguistic Phenomena in Marketing Communications is intended for students and scholars in numerous disciplines, such as advertising, marketing, social psychology, sociology, and linguistics. It is also suitable for graduate courses in these disciplines.

Ethics in business is a major topic both in the social sciences and in business itself. Anthropologists, long attendant to the intersection of ethics and practice, are particularly well suited to offer vital insights on the subject. This timely collection considers a range of ethical issues in business through the examination of anthropologically informed theory and case examples. The meaning of ethical values, practices, and education are explored, as well as practical ways of implementing them, while the specific ethical challenges of industries such as advertising, market research, and design are considered. Contributions from anthropologists in business and academia promise a broad range of perspectives and add to the growing discussion on the ways anthropologists study, work, teach, and engage in a variety of industry settings. Engagingly written, Ethics in the Anthropology of Business will be of interest to a wide variety of audiences, including practicing anthropologists, current and future business leaders, and scholars and students from a range of social sciences.

Contemporary Approaches Studying Customer Experience in Tourism Research develops approaches and related methods to understand, analyze, and evaluate the tourist consumption experience under its different forms and stages before, during and after.

Consumer Research

The Why of Consumption

Women, Consumption and Paradox

Marketing Research: Asia-Pacific Edition

Handbook of Brand Relationships

Proceedings of Conference

**The creation and expression of identity (or of multiple identities) in immersive computer-mediated environments (CMEs) is rapidly transforming consumer behavior. The various social networking and gaming sites have millions of registered users worldwide, and major corporations are beginning to attempt to reach and entice the growing flood of consumers occupying these virtual worlds. Despite this huge potential, however, experts know very little about the best way to talk to consumers in these online environments. How will well-established research findings from the offline world transfer to CMEs? That's where "Virtual Social Identity and Consumer Behavior" comes in. Written by two of the leading experts in the field, it presents cutting-edge academic research on virtual social identity, explores consumer behavior in virtual worlds, and offers important**

**implications for marketers interested in working in these environments. The book provides special insight into the largest and fastest growing group of users - kids and teens. There is no better source for understanding the impact of virtual social identities on consumers, consumer behavior, and electronic commerce.**

**The first generation that has grown up in a digital world is now in our university classrooms. They, their teachers and their parents have been fundamentally affected by the digitization of text, images, sound, objects and signals. They interact socially, play games, shop, read, write, work, listen to music, collaborate, produce and co-produce, search and browse very differently than in the pre-digital age. Adopting emerging technologies easily, spending a large proportion of time online and multitasking are signs of the increasingly digital nature of our everyday lives. Yet consumer research is just beginning to emerge on how this affects basic human and consumer behaviours such as attention, learning, communications, relationships, entertainment and knowledge. The Routledge Companion to Digital Consumption offers an introduction to the perspectives needed to rethink consumer behaviour in a digital age that we are coming to take for granted and which therefore often escapes careful research and reflective critical appraisal.**

**The key to marketing is understanding and satisfying consumer needs, thus a knowledge of consumer behavior is essential to any organization dealing with customers, users, or clients. This book promises to be a contemporary classic. It brings together an international set of scholars, many of whom are "household names", to examine the diverse approaches to consumer behavior topics. The editors employ a micro to macro structure, dividing each topic into three parts: one reflecting foundational work, one focused on emerging trends, and one covering practical applications. Each part examines the relationship between consumer behaviour and motivation, including well-being, gender, social class, and more, and concludes with practitioner perspectives on the challenges and opportunities that come with understanding customers. Readers will gain insight into how drives that are constantly in flux relate to other aspects of human cognition and behavior, allowing them to reach customers successfully, and to meet their needs. With contributions from leading scholars, including Sidney Levy and Jagdish Sheth, this volume sets the standard as the most comprehensive, cutting-edge resource on the subject of consumer behavior. Students of consumer behaviour and marketing will find this a useful exploration of a fast-moving field, fundamental to the welfare of companies, government, non-profits, and consumers. It will also benefit new and established academic researchers as well as practitioners who want to stay on top of current knowledge.**

**This wide-ranging yet focused text provides an informative introduction to consumer behavior supported by in-depth, scientifically grounded coverage of key principles and applications. CONSUMER BEHAVIOR, Second Edition, devotes ample attention to "classic" consumer behavior topics, including consumer information processing, consumer decision making, persuasion, social media and the role of culture and society on consumer behavior. In addition, this innovative text explores important current topics and trends relevant to modern consumer behavior, such as international and ethical perspectives, an examination of contemporary media, and a discussion of online tactics and branding strategies. This versatile text strikes an ideal balance among theoretical concepts, cutting-edge research findings, and applied real-world examples that illustrate how successful businesses apply consumer behavior to develop better products and services, market them more effectively, and achieve a sustainable competitive advantage. With its strong consumer-focused, strategy-oriented approach, CONSUMER BEHAVIOR, Second Edition, will serve you well in the classroom and help you develop the knowledge and skills to succeed in the dynamic world of modern business.**

**Research for Consumer Policy**

**Ethics in the Anthropology of Business**

**CB6**

**Handbook of Marketing Scales**

**The Future of Luxury Brands**

**The Routledge Companion to Digital Consumption**

**Electronic Inspection Copy available for instructors here - How is qualitative marketing and consumer research conducted today? - What is rigorous research in this field? - What are the new, cutting edge techniques? Written for students, scholars, and marketing research practitioners, this book takes readers through the basics to an advanced understanding of the latest developments in qualitative marketing and consumer research. The book offers readers a practical guide to planning, conducting, analyzing, and presenting research using both time-tested and new methods, skills and technologies. With hands-on exercises that researchers can practice and apply, the book leads readers step-by-step through developing qualitative researching skills, using illustrations drawn from the best of recent and classic research. Whatever your background, this book will help you become a better researcher and help your research come alive for others.**

**This volume offers a critical, cross-disciplinary, and international overview of emerging scholarship addressing the dynamic relationship between race**

and markets. Chapters are engaging and accessible, with timely and thought-provoking insights that different audiences can engage with and learn from. Each chapter provides a unique journey into a specific marketplace setting and its sociopolitical particularities including, among others, corner stores in the United States, whitening cream in Nigeria and India, video blogs in Great Britain, and hospitals in France. By providing a cohesive collection of cutting-edge work, *Race in the Marketplace* contributes to the creation of a robust stream of research that directly informs critical scholarship, business practices, activism, and public policy in promoting racial equity.

Pricing is an essential aspect of the marketing mix for brands and products. Further, pricing research in marketing is interdisciplinary, utilizing economic and psychological concepts with special emphasis on measurement and estimation. This unique Handbook provides current knowledge of pricing in a single, authoritative volume and brings together new cutting-edge research by established marketing scholars on a range of topics in the area. The environment in which pricing decisions and transactions are implemented has changed dramatically, mainly due to the advent of the Internet and the practices of advance selling and yield management. Over the years, marketing scholars have incorporated developments in game theory and microeconomics, behavioral decision theory, psychological and social dimensions and newer market mechanisms of auctions in their contributions to pricing research. These chapters, specifically written for this Handbook, cover these various developments and concepts as applied to tackling pricing problems. Academics and doctoral students in marketing and applied economics, as well as pricing-focused business practitioners and consultants, will appreciate the state-of-the-art research herein.

Cutting edge and relevant to the local context, this second Australia and New Zealand edition of Hoyer, *Consumer Behaviour*, covers the latest research from the academic field of consumer behaviour. The text explores new examples of consumer behaviour using case studies, advertisements and brands from Australia and the Asia-Pacific region. The authors recognise the critical links to areas such as marketing, public policy and ethics, as well as covering the importance of online consumer behaviour with significant content on how evolving digital technologies and widespread use of social media are changing the way marketers understand consumers. \* Marketing Implications boxes examine how theoretical concepts have been used in practice, and challenge students to think about how marketing decisions impact consumers \* Considerations boxes require students to think deeply about social media, research, cultural and international factors, and consumer psychology in relation to the contemporary consumer \* Opening vignettes and end-of-chapter cases give students real-world insights into, and opportunities to analyse consumer behaviour, with extensive Australian and international examples providing issues in context Premium online teaching and learning tools are available on the MindTap platform. Learn more about the online tools [cengage.com.au/mindtap](http://cengage.com.au/mindtap)

### **The 5 Es of Retailing**

### **Handbook of Research on Managing and Influencing Consumer Behavior**

### **Strong Brands, Strong Relationships**

### **Consumer Psychology in a Social Media World**

### **Handbook of Pricing Research in Marketing**

### **Social Media in the Marketing Context**

*Consumer Psychology in a Social Media World* seeks to illustrate the relevance of consumer psychology theory and research to understanding the social media world that has rapidly become a key component in the social and economic lives of most individuals. Despite the rapid and widespread adoption of social media by consumers, research focused on individuals' use thereof and its implications for organizations and society has been limited and published in scattered outlets. This has made it difficult for those trying to get either a quick introduction or an in-depth understanding of the associated issues to locate relevant scientific-based information. The book is organized into five broad sections. The first presents a summary overview of social media, including a historical and cultural perspective. The second section is focused on social media as a modern form of word of mouth, always considered the most impactful on consumers. It also touches upon a motivational explanation for why social media has such a strong and broad appeal. Section three addresses the impact that consumers' switch to social media as a preferred channel has had on marketers' branding and promotional efforts, as well as the ways in which consumer involvement can be maintained through this process. Section four takes a methodological perspective on the topic of social media, assessing ways in which big data and consumer research are influenced by novel ways of gathering consumer feedback and gauging consumer sentiment. Finally, section five looks at some consumer welfare and public policy implications, including privacy and disadvantaged consumer concerns. *Consumer Psychology in a Social Media World* will appeal to those who are involved in creating, managing, and evaluating products used in social media communications. As seen in recent financial and business market successes (e.g., Facebook, Twitter, LinkedIn, Instagram, Pinterest, WhatsApp, etc.), businesses focused on facilitating social media are part of the fastest growing and most valuable sector of today's economy.

How do people communicate their romantic feelings? Gift giving is one way. Giving and receiving of gifts is a characteristic of intimate relationships.

Gifts are a message, a form of communication with a tangible material object, about love, affection, or concern for the recipient. The "romantic gift" evokes a multitude of intertwined meanings: passion, intimacy, affection, persuasion, care, celebration, altruism, and nostalgia. They can also connote the negative images of obligation and reciprocity. Romantic gift giving may be practiced at rituals, during rites of passage, or for casual occasions, to affirm the continued importance of the romantic relationship. We may even romanticize the giving of gifts to the self, to nonhuman companions, and to others we do not know personally. If loving and giving are a practice, then romantic gift giving is a practice of loving with intimate—or would-be intimate—others. This book addresses gift giving among consumers attempting to express and construct romantic love. It lies at the intersection of consumption, markets, and culture. In societies shaped by the globalizing neo-liberal economic order, increasing wealth disparity, and a partially digitized social environment that they help to co-construct, it may be time to rethink romantic love. Gift giving is a key arena to do so, as gifts make love tangible and act as carriers of meaning as well as cultural symbols. In gift giving the meanings of romance are renewed, renegotiated, and reconstructed. Gifts, Romance, And Consumer Culture demonstrates a wide variety of scholarly work bearing on romantic gift giving using an interpretive consumer research perspective. The book introduces critical studies by scholars in this unfolding and new interdisciplinary field.

Published in cooperation with the Association for Consumer Research "This book is of great value to researchers in the area of marketing and for those conducting marketing studies for decision making. This compilation is helpful in locating instruments for survey research in marketing and consumer behaviour. It also provides researchers with different options to consider for any construct having several measures. The book can be expected to spur further research in this area. It will help identify areas where measures are needed and encourage further development of valid measures of consumer behaviour and marketing constructs." --Management and Labour Studies "This sorely needed book is a fantastic aid to scholarship. It provides admirable, painstaking scholarship, which painstaking scholars will admire. . . . This book could lead to exciting new vistas." --The Journal of Consumer Affairs "This book is a most welcomed addition to the researcher's library because it provides quick and easy access to many of the measures that have been developed by consumer and marketing researchers over the years. . . . The book starts with a useful essay discussing psychometric criteria for good scales that is a valuable introduction for novices and a helpful review for more experienced scale developers. A table summarizing criteria for evaluating scales drawn from Robinson, Shaver, and Wrightsman (1991) provides an excellent guide for evaluation and new scale development. . . . This book should be on the shelf of every marketing researcher. This volume would also be a good supplement for graduate classes in scale development or research methods. . . . Very well-referenced guide to the literature and thus provides support for developing better scales in marketing. . . . The book is a valuable guide. . . . This book should stimulate wide use of scales, the refinement and improvement of existing scales, and the development of new, psychometrically worthwhile scales. The editors should be congratulated by all market researchers for their efforts." --Journal of the Academy of Marketing Science "Marketing scholars and marketing research practitioners will find the book useful. It offers an excellent sourcebook for a variety of scales, and the reviews of the scales are thoughtful and well crafted. The book includes many of the most widely used scales in the field. Its relatively modest price will also make it particularly attractive." --Journal of Marketing Research "The authors have provided a much-needed book that is well executed and crafted with great care." --Terence A. Shimp, Department of Marketing, University of South Carolina "A book like this is long overdue in marketing. The volume does a great job of putting together in one place some of the most important scales with which marketers work." --Gilbert A. Churchill, Arthur C. Nielsen Chair of Marketing Research, University of Wisconsin "The Handbook of Marketing Scales has been sorely needed in the field of consumer behavior. An outstanding volume that is highly useful and very thorough. Bill Bearden is one of the best! The authors are all outstanding scholars and they demonstrate these abilities in this book." --Lynn Kahle, Professor and Chair, Department of Marketing, University of Oregon After an introductory chapter, which provides an overview of the development of multi-item scales, the Handbook of Marketing Scales includes the foremost scales on such prominent topics as individual behavior, values, information processing, reactions to advertising stimuli, attitudes and ethics, and sales and sales management practices. Throughout, the authors present 124 scales in all. To be included in the handbook, a measure had to meet these criteria: It had a reasonable theoretical or conceptual base; it was composed of at least three items or questions; it was developed or at least applied to the accepted marketing or consumer behavior literature; scaling procedures were employed in scale development; and estimates of reliability and/or validity existed. Each of the 124 scales is presented in a consistent format, including the construct, description, development, samples, validity, scores, source, other evidence, other sources, references, and scale items. Then, of course, the actual measurement item is included. Clear, concise, and easy-to-use the Handbook of Marketing Scales is a must-have for all marketing professors, researchers, and doctoral students.

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  
Retail Marketing Management

Theory and Practice

Online Consumer Psychology

The Second Edition of The SAGE Handbook of Applied Social Research Methods provides students and researchers with the most comprehensive resource covering core methods, research designs, and data collection, management, and analysis issues. This thoroughly revised edition continues to place critical emphasis on finding the tools that best fit the research question given the constraints of deadlines, budget, and available staff. Each chapter offers guidance on how to make intelligent and conscious tradeoffs so that one can refine and hone the research question as new knowledge is gained, unanticipated obstacles are encountered, or contextual shifts take place. Each chapter has been enhanced pedagogically to include more step-by-step procedures, more practical examples from various settings to illustrate the method, parameters to define when the method is most appropriate and when it is not appropriate. The editors also include numerous graphs, models, tip boxes to provide teaching and learning tools. Key Features of the Second Edition Emphasizes applying research techniques, particularly in "real-world" settings in which there are various data, money, time, and political constraints Contains new chapters on mixed methods, qualitative comparative analysis, concept mapping, and internet data collection Offers a newly developed section that serves as a guide for students who are attempting to translate the content in the chapters into action Intended Audience This Handbook is appropriate for introductory and intermediate research methods courses that focus intently on practical applications and a survey of the many methods available to budding researchers.