ROUTLEDGE INTERPRETIVE MARKETING RESEARCH



Interpreting Consumer Choice

The Behavioral Perspective Model



GORDON R. FOXALL



Consumer Routledge Interpretive Marketing Research

Morris Holbrook

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Consumer Value Morris Holbrook,2002-03-11 As shoppers what factors influence our decision to purchase an object or service Why do we chose one product over another How do we attribute value as part of the shopping experience The theme of serving the customer and customer satisfaction is central to every formulation of the marketing concept yet few books attempt to define and analyse exactly what it is that consumers want In this provocative collection of essays Morris Holbrook brings together a team of the top US and European scholars to discuss an issue of great importance to the study of marketing and consumer behaviour This ground breaking interdisciplinary book provides an innovative framework for the study of consumer value which is used to critically examine the nature and type of value that consumers derive from the consumption experience effiency excellence status esteem play aesthetics ethics spirituality Guaranteed to provoke debate and controversy this is a courageous individualistic and idiosyncratic book which should appeal to students of marketing consumer behaviour cultural studies and consumption studies

Understanding Green Consumer Behaviour Sigmund A. Wagner,2003 Through the study of green environmentally friendly consumers this book incorporates original groundbreaking anthropological and cognitive research to examine basic aspects of the workings of the human mind

Consumer Behavior Morris B. Holbrook, 2024-12-02 Consumer Behavior presents an autobiographical view of Morris B Holbrook's contributions to the study of consumer behavior describing his life and work over the past 60 years via a collection of subjective personal introspective essays This new collection extends enlarges and elaborates on the insights garnered over Holbrook's career to provide a lively and thought provoking exploration of the evolution of consumer research Using Subjective Personal Introspection SPI Holbrook shares aspects of his own journey in developing insights into such topics as the consumption experience consumer value the jazz metaphor marketing education and various controversies that have interested the scholarly community Early chapters portray Holbrook's evolution in college graduate school and faculty membership while later chapters trace his approaches to understanding the role of consumption as the essence of the human condition Throughout SPI is used to illuminate the ways in which academic struggles have led toward deeper understandings of consumers Readers with an interest in the autobiographical details of how ideas develop and emerge in an area such as consumer research including doctoral students or faculty members in the field of marketing will find enlightenment and inspiration in contemplating the mis adventures of a fellow traveler Consumer Value Morris B. Holbrook, 1999 Consumer Value is one of the few books that attempts to define and analyse exactly what consumers want By setting down a new and innovative framework for the concept of value it is as provocative as it is rigorous Wiley International Encyclopedia of Marketing, 6 Volume Set, 2011-02-07 With over 300 entries from hundreds of global experts this is one of the premier marketing reference resources available worldwide The 6 volume WIEM provides scholars and professionals with an international guide to marketing concepts and applications The far reaching new developments challenges and opportunities

that have arisen in recent years are fully reflected in the entries Scholars and professionals will enjoy the flexible multi level structure with entries ranging from topics summaries to short essays reviewing areas of development and debate Entries are further extended by sophisticated cross referencing both among volumes and between encyclopedia entries and external sources The encyclopedia is also available online For ease of reference the entries are arranged alphabetically within each of the subject volumes Designed to encompass the scope of modern marketing the volumes cover Volume 1 Marketing Strategy Volume 2 Marketing Research Volume 3 Consumer Behavior Volume 4 Advertising and Integrated Communication Volume 5 Product Innovation and Management Volume 6 International Marketing **The why of Consumption** S. Ratneshwar, David Glen Mick, Cynthia Huffman, 2003 In this study the authors draw from branches of psychology decision theory sociology and cultural anthropology to present a diverse selection of critical perspectives on consumer motivation **Research in Marketing and Management** Chris Hackley, 2024-12-17 This is a practical and accessible introduction to interpretive methods for doing qualitative marketing and management research projects Bringing together concepts of qualitative research from ethnography digital ethnography phenomenology assemblage theory critical discourse analysis semiotics literary analysis practice theory postmodernism poststructuralism and other areas it has a uniquely pragmatic approach The book bridges the gap between advanced specialised books on research traditions with more general introductory business research books The first half of the book considers the practicalities of research and writing a research project including the craft of academic writing the critical literature review the role of the independent research project as part of university courses suggested projected structures standards of academic scholarship and the main techniques for gathering qualitative data The book s second half deals with abstract concepts and advanced theory by looking at key theoretical traditions that guide the interpretation of qualitative data This third edition has been fully updated to include new examples insights from recent research and an improved pedagogy for logic and clarity throughout as well as more graphics diagrams chapter summaries and exercises to aid understanding It is perfect for advanced undergraduate and postgraduate students of Marketing Management Consumer Behaviour and Research Methods Online resources include PowerPoint lecture slides Education and Research for Marketing and Quality Management in Libraries / La formation et la recherche sur le marketing et la gestion de la qualité en bibliothèque Réjean Savard, 2013-02-07 No detailed description available for Education and Research for Marketing and Quality Management in Libraries La formation et la recherche sur le marketing et la gestion de la qualit en biblioth que Representing Consumers Barbara B. Stern, 1998 Adopting a variety of theoretical approaches this text challenges the prevailing orthodoxies within consumer research methodology by examining representation and constructions of truth Visual Consumption Jonathan E. Schroeder, 2005 Visual Consumption draws from art history photography and visual studies to develop an interdisciplinary image based approach to understanding consumer behaviour

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