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Journal Of Consumer Research Impact Factor

Rachel S Tattersall



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Review of Marketing Research Naresh K. Malhotra, 2010-12-02 This volume provides case studies analysis and frameworks reviews key studies and techniques offers theoretical explanations identifies unanswered questions and research opportunities and discusses significant managerial and policy implications as well as incorporating insights from multidisciplinary literatures in an integrative manner

Influencer Marketing Lauren Gurrieri, Jenna Drenten, Crystal Abidin, 2024-12-16 Influencer marketing often gets touted as more authentic democratised credible and relatable than traditional marketing tactics But such hype glosses over its messy sociocultural dynamics and underlying disparities This book discusses and debates the complexities of influencer marketing casting a critical and interdisciplinary lens on its practices consumption and far reaching societal impact Beneath the surface of likes shares and selfies lies critical questions around power imbalances tensions and transformations in a content driven marketplace How have historical economic and technological changes shaped the development and maturation of influencer marketing as a scholarly field and an industry practice Who attains the mantle of an influencer what attributes transcend traditional categorisations how are the complexities of identity portrayed through influencer culture and how do so called nontraditional influencers connect with audiences and disseminate their perspectives in unique ways How do evolving influencer audience relationships foster mutual benefits and potential pitfalls Influencer marketing has evolved from a marketing tactic to a cultural phenomenon It is shaped and is shaped by the currents of culture By bridging theoretical perspectives and crossing disciplinary boundaries the chapters in this volume advance the readers understanding of influencer marketing by bringing to life its complexities embracing its messiness and highlighting future potentialities The chapters in this book were originally published as a special issue of Journal of Marketing Management

Handbook of Consumer Psychology Curtis P. Haugtvedt, Paul M. Herr, Frank R. Kardes, 2018-12-07 This Handbook contains a unique collection of chapters written by the world s leading researchers in the dynamic field of consumer psychology Although these researchers are housed in different academic departments ie marketing psychology advertising communications all have the common goal of attaining a better scientific understanding of cognitive affective and behavioral responses to products and services the marketing of these products and services and societal and ethical concerns associated with marketing processes Consumer psychology is a discipline at the interface of marketing advertising and psychology The research in this area focuses on fundamental psychological processes as well as on issues associated with the use of theoretical principles in applied contexts The Handbook presents state of the art research as well as providing a place for authors to put forward suggestions for future research and practice The Handbook is most appropriate for graduate level courses in marketing psychology communications consumer behavior and advertising

The Oxford Handbook of Multicultural Identity Veronica Benet-Martinez, Ying-Yi Hong, 2015-08-01 Multiculturalism is a prevalent worldwide societal phenomenon Aspects of our modern life such as migration economic

globalization multicultural policies and cross border travel and communication have made intercultural contacts inevitable High numbers of multicultural individuals 23 43% of the population by some estimates can be found in many nations where migration has been strong e g Australia U S Western Europe Singapore or where there is a history of colonization e g Hong Kong Many multicultural individuals are also ethnic and cultural minorities who are descendants of immigrants majority individuals with extensive multicultural experiences or people with culturally mixed families all people for whom identification and or involvement with multiple cultures is the norm Despite the prevalence of multicultural identity and experiences until the publication of this volume there has not yet been a comprehensive review of scholarly research on the psychological underpinning of multiculturalism The Oxford Handbook of Multicultural Identity fills this void It reviews cutting edge empirical and theoretical work on the psychology of multicultural identities and experiences As a whole the volume addresses some important basic issues such as measurement of multicultural identity links between multilingualism and multiculturalism the social psychology of multiculturalism and globalization as well as applied issues such as multiculturalism in counseling education policy marketing and organizational science to mention a few This handbook will be useful for students researchers and teachers in cultural social personality developmental acculturation and ethnic psychology It can also be used as a source book in advanced undergraduate and graduate courses on identity and multiculturalism and a reference for applied psychologists and researchers in the domains of education management and marketing

Building an Information Society for All Abrizah Abdullah,2007 *JMR, Journal of Marketing Research* ,1990 *Consumer Behaviour* Leon Schiffman,Aron O'Cass,Angela Paladino,Jamie Carlson,2013-10-15 A trusted resource for Consumer Behaviour theory and practice Consumer Behaviour explores how the examination and application of consumer behaviour is central to the planning development and implementation of effective marketing strategies In a clear and logical fashion the authors explain consumer behaviour theory and practice the use and importance of consumer research and how social and cultural factors influence consumer decision making The sixth edition of this Australian text provides expanded coverage of contemporary topics

Globalization, Culture, and Branding C. Torelli,2013-11-19 Drawing from novel theoretical insights in social psychology cultural psychology and marketing Globalization Culture and Branding provides guidelines for imbuing brands with culturally symbolic meanings that can create deep psychological bonds with multi cultural consumers

Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior ,2003 *Educational Rankings Annual 2005* Gale Group,2004-09 This up to date resource presents more than 4 000 national regional local and international lists and rankings compiled from hundreds of respected sources Entries typically include a description of the ranking background information on criteria for establishing the hierarchy additional remarks about the ranking the complete or partial if extensive ranking and a complete source citation for locating additional information if necessary

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Educational Rankings Annual 2006 Westney, Lynn C. Hattendorf Westney, 2005-09 *Educational Rankings Annual* is useful for students parents and school faculty Also administrators of libraries and educational institutions use rankings to defend budgets justify new positions obtain government funding and attract philanthropic support The annually updated resource presents more than 4 000 national regional and international lists and rankings compiled from hundreds of respected sources The entries in Rankings include a description of the ranking background information on criteria for establishing the hierarchy additional remarks about the ranking the complete or partial if extensive ranking and source citations if necessary

Journal of Public Policy & Marketing : JPP&M ,2011 *Consumer Behavior* James F. Engel, Roger D. Blackwell, Paul W. Miniard, 1993 **Journal of Public Policy & Marketing** ,2008 *The Social Psychology of Consumer Behaviour* Richard P. Bagozzi, Zeynep Gurhan-Canli, Joseph R. Priester, 2002 The aim of this volume is to illuminate an area of intense academic and wider interest bringing together research and practical insights into how theories in social psychology can be applied to consumer behaviour Core themes include information processing and social cognition communication processes attitude models emotion social identity theory and action theory Within each of the major areas of social psychology a historical perspective is provided current knowledge reviewed theories and findings critiqued and directions for future research appraised The book considers why consumers buy what they do and how they go about making individual and group decisions concerning consumption The result should be of interest to students researchers and practitioners in psychology and marketing as well as those in related fields such as public policy public health health psychology political science and sociology *AIMAC Proceedings* ,1997 **Marketing Theory and Applications** Geraldine Rosa Henderson, Marian Chapman Moore, 2003 **Journal of Retailing** New York University. Institute of Retail Management, New York University. School of Retailing, 2004 *Consumer Behavior* Kanuk, 1973

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