

## Journal Of Research In Marketing | fbd3c960ec1cd015a92b4e1f55e35cd4

Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices Handbook of Research on Developing Sustainable Value in Economics, Finance, and Marketing Qualitative Research in Marketing and Management International and Cross-Cultural Business Research Handbook of Research in International Marketing Agricultural Marketing and Consumer Behavior in a Changing World Developing Successful Global Strategies for Marketing Luxury Brands Handbook of Research on Applied AI for International Business and Marketing Applications Handbook of Research on Sustainable Consumption Quantitative Marketing and Marketing Management Handbook of Research on Gender and Marketing Handbook of Entrepreneurship and Marketing Handbook of Research on Retailing Handbook of Research on Effective Marketing in Contemporary Globalism Handbook of Pricing Research in Marketing Focus Groups Marketing Accountability for Marketing and Non-Marketing Outcomes Marketing Handbook of Research Methods for Marketing Management Handbook of Qualitative Research Methods in Marketing Kellogg on Marketing International Journal of Research in Marketing Issues in Marketing: 2013 Edition Psycholinguistic Phenomena in Marketing Communications The State of Research in Marketing Statistical Analysis of Management Data Handbook of Research on Customer Engagement Contemporary Issues in Marketing Handbook of Research on Customer Equity in Marketing Building Models for Marketing Decisions Handbook of Research on the Impact of Fandom in Society and Consumerism Research in Marketing Essentials of Marketing Research Marketing Research: Asia-Pacific Edition Handbook of Marketing Decision Models Journal of Historical Research in Marketing Basic Marketing Research International Journal of Research in Marketing Handbook of Research on Distribution Channels Marketing Research

### Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices

The modern era of business has prompted an increased focus on the consumer and the responsibility of corporations to consider their ethical and social obligations to their customers. The rise of the consumerist movement has encouraged further research and development on the topic of consumerism, enabling business to succeed in a consumer-driven market. Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices features research on diverse topics on consumerism in the global marketplace, focusing on the ways in which businesses can improve their relationships with customers as well as analyze and influence purchasing behavior. As a comprehensive reference source on topics pertaining to consumer management, identity, and behavior, this publication is intended for use by marketing professionals, business managers, students, and academicians.

### Handbook of Research on Developing Sustainable Value in Economics, Finance, and Marketing

#### Qualitative Research in Marketing and Management

As in many other sectors, in agribusiness major changes are taking place. On the demand side, consumers are changing lifestyles, eating and shopping habits, and increasingly are demanding more accommodation of these needs in the supermarket. With regard to the supply: the traditional distribution channel dominators - manufacturers of branded consumer products - are trying hard to defend their positions against retailers, who gather and use information about the consumer to streamline their enterprises and strengthen their ties with the consumer. The agricultural producers, meanwhile, face increased regulations with regard to food additives, pesticides, and herbicides. Pressures rise as their business becomes more specialized and capital-intensive than that of their predecessors. Finally, the larger political climate is not so favorable to agriculture, which now has to compete in the global market without significant government support. This title describes and interprets changes in the domain of agriculture and food. The contributors develop the theme of taking an interdisciplinary approach to coping with these changes, using concepts and methods developed in general marketing, which are adapted so as to apply to the particular characteristics of the food and agriculture sector. This book is published to honor the distinguished career of Professor Mathew T.G. Meulenberg from Wageningen Agricultural University, on the occasion of his retirement in September 1996. As a scientist, teacher, and advisor to the agribusiness and the government, Professor Meulenberg has made an important contribution to the development of marketing, inside and outside the domain of agriculture.

#### International and Cross-Cultural Business Research

The fully updated Third Edition of Focus Groups: Theory and Practice offers a unique blend of focus group theory and practice in a single, easy-to-read source. It provides systematic treatment to the design, conduct, and interpretation of focus group data within the context of social science research and theory. Known for accessibility and step-by-step guidance, comprehensive treatment, and historical perspective, the book examines every facet of focus group research, from the selection and recruitment of group participants, to the selection of a moderator and conducting of interviews, to the analysis of focus group data. The Third Edition reflects the growing use of focus group research to address an increasingly broad array of issues that have a global span, and also provides more guidance on conducting virtual focus groups.

#### Handbook of Research in International Marketing

Successfully combining cross-cultural management and business research methods, this team of international authors provide much needed coverage of the implications that should be considered when undertaking research across different cultures.

#### Agricultural Marketing and Consumer Behavior in a Changing World

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.

#### Developing Successful Global Strategies for Marketing Luxury Brands

Marketing Research, 4/e takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. This new edition was written to meet the needs of students through additional coverage of qualitative methods, emphasis on applied research projects as well as cases studies or exercises at the end of the chapters. The text is concise, highly readable and value-priced, yet it delivers the basic knowledge needed for an introductory text. The authors provide the student with an exciting, up-to-date text and an extensive supplement package.

#### Handbook of Research on Applied AI for International Business and Marketing Applications

#### Handbook of Research on Sustainable Consumption

Statistical Analysis of Management Data provides a comprehensive approach to multivariate statistical analyses that are important for researchers in all fields of management, including finance, production, accounting, marketing, strategy, technology, and human resources. This book is especially designed to provide doctoral students with a theoretical knowledge of the concepts underlying the most important multivariate techniques and an overview of actual applications. It offers a clear, succinct exposition of each technique with emphasis on when each technique is appropriate and how to use it. This third edition, fully revised, updated, and expanded, reflects the most current evolution in the methods for data analysis in management and the social sciences. In particular, this edition includes: · A new chapter on the analysis of mediation and moderation effects · Examples using STATA for most of the statistical methods · Example of XLSTAT applications Featuring numerous examples, the book may serve as an advanced text or as a resource for applied researchers in industry who want to understand the foundations of the methods particularly relevant and typically used in management research, and to learn how they can be applied using widely available statistical software.

#### Quantitative Marketing and Marketing Management

#### Handbook of Research on Gender and Marketing

The Second Edition of this book presents the state of the art in this important field. Marketing decision models constitute a core component of the marketing discipline and the area is changing rapidly, not only due to fundamental advances in methodology and model building, but also because of the recent developments in information technology, the Internet and social media. This Handbook contains eighteen chapters that cover the most recent developments of marketing decision models in different domains of

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marketing. Compared to the previous edition, thirteen chapters are entirely new, while the remaining chapters represent complete updates and extensions of the previous edition. This new edition of the Handbook has chapters on models for substantive marketing problems, such as customer relationship management, customer loyalty management, website design, Internet advertising, social media, and social networks. In addition, it contains chapters on recent methodological developments that are gaining popularity in the area of marketing decision models, such as structural modeling, learning dynamics, choice modeling, eye-tracking and measurement. The introductory chapter discusses the main developments of the last decade and discusses perspectives for future developments.

## Handbook of Entrepreneurship and Marketing

Issues in Marketing / 2013 Edition is a ScholarlyEditions™ book that delivers timely, authoritative, and comprehensive information about Macromarketing. The editors have built Issues in Marketing / 2013 Edition on the vast information databases of ScholarlyNews.™ You can expect the information about Macromarketing in this book 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 / 2013 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/>.

## Handbook of Research on Retailing

Fans of specific sports teams, television series, and video games, to name a few, often create subcultures in which to discuss and celebrate their loyalty and enthusiasm for a particular object or person. Due to their strong emotional attachments, members of these fandoms are often quick to voluntarily invest their time, money, and energy into a related product or brand, thereby creating a group of faithful and passionate consumers that play a significant role in multiple domains of contemporary culture. The Handbook of Research on the Impact of Fandom in Society and Consumerism is an essential reference source that examines the cultural and economic effects of the fandom phenomenon through a multidisciplinary lens and shapes an understanding of the impact of fandom on brand building. Featuring coverage on a wide range of topics such as religiosity, cosplay, and event marketing, this publication is ideally designed for marketers, managers, advertisers, brand managers, consumer behavior analysts, product developers, psychologists, entertainment managers, event coordinators, political scientists, anthropologists, academicians, researchers, and students seeking current studies on the global impact of this particularly devoted community.

## Handbook of Research on Effective Marketing in Contemporary Globalism

A rare and much needed compilation of some thought-provoking papers in the area of qualitative research in marketing, this book is a must have for anyone pursuing the discipline of marketing research, scholars intent on the pursuit of qualitative inquiry as well as practising professionals looking for innovative approaches to research. Global Business Review Belk has compiled an exhaustive collection of contributions from scholars and practitioners throughout North America and Europe. . . . This extremely informative volume spans the full array of qualitative research areas. . . . Highly recommended. S.D. Clark, Choice The Handbook of Qualitative Research Methods in Marketing offers both basic and advanced treatments intended to serve academics, students, and marketing research professionals. The 42 chapters begin with a history of qualitative methods in marketing by Sidney Levy and continue with detailed discussions of current thought and practice in: research paradigms such as grounded theory and semiotics research contexts such as advertising and brands data collection methods such as projectives and netnography data analysis methods such as metaphorical and visual analyses presentation topics such as videography and reflexivity applications such as ZMET applied to Broadway plays and depth interviews with executives special issues such as multi-sited ethnography and research on sensitive topics. Authors include leading scholars and practitioners from North America and Europe. They draw on a wealth of experience using well-established as well as emerging qualitative research methods. The result is a thorough, timely, and useful Handbook that will educate, inspire, and serve as standard reference for marketing academics and practitioners alike.

## Handbook of Pricing Research in Marketing

Features pieces from leading figures in the field such as John Saunders, Evert Gummesson and Dale Littler. A number of the UK authors are key people with regard to the UK Academy of Marketing. The e-book looks at positive and negative aspects of the current status of marketing research.

## Focus Groups

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.

## Marketing Accountability for Marketing and Non-Marketing Outcomes

This timely and incisive Handbook provides critical contemporary insights into the theory and practice of entrepreneurship and marketing in the twenty-first century. Bringing together rich and varied contributions from prominent international researchers, it offers a reflective synthesis of scholarship at the interface between marketing and entrepreneurship.

## Marketing

This key text introduces the essentials of critical thinking within the field of marketing in easy to read and understandable terms. Integrating critical perspectives with the topics of the typical marketing curriculum Chris Hackley has produced an indispensable supporting text for upper level, undergraduate Marketing courses. Each chapter includes review questions, case studies reflecting issues in the chapters, along with supporting case questions and reflections, and vignettes that cover stimulating practical examples.

## Handbook of Research Methods for Marketing Management

The advent of e-commerce and the rise of hard discounters have put severe pressure on traditional retail chains. Boundaries are blurring: traditional brick & mortar players are expanding their online operations and/or setting up their own discount banners, while the power houses of online retail are going physical, and hard discounters get caught up in the Wheel of Retailing. Even successful companies cannot sit back and rest, but need to prepare for the next wave of change. In the face of this complexity, it is all the more important to take stock of current knowledge, based on insights and experience from leading scholars in the field. What do we know from extant studies, and what are the ensuing best practices? What evolutions are ahead, and will current recipes still work in the future? This Handbook sheds light on these issues.

## Handbook of Qualitative Research Methods in Marketing

Review of Marketing Research pushes the boundaries of marketing—broadening the marketing concept to make the world a better place.

## Kellogg on Marketing

## International Journal of Research in Marketing

This is a practical and accessible, yet sophisticated introduction to interpretive methods for doing qualitative research projects and dissertations. Bringing together concepts of qualitative research from ethnography, phenomenology, critical discourse analysis, semiotics, literary analysis, postmodernism and poststructuralism this textbook offers an accessible and comprehensive introduction to the subject. Utilising a uniquely pragmatic approach, it bridges the gap between advanced, specialised books on research traditions with more general introductory business research books. This new edition has been fully updated to include new examples, explorations of the field, and an improved pedagogy with better exposition of key issues and concepts, as well as more schematics and diagrams to aid understanding. 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. It is perfect for advanced undergraduate and postgraduate students of marketing, management, consumer behaviour and research methods. It will also be useful as a primer for practitioners in qualitative research.

## Issues in Marketing: 2013 Edition

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Customer engagement is now a critical research priority in contemporary marketing. In this Handbook, a cadre of international scholars offer an overview of current research on this rapidly growing field of study.

## Psycholinguistic Phenomena in Marketing Communications

In an age of rising environmental concerns, it has become necessary for businesses to pay special attention to the resources they are consuming and the long-term effects of the products they are creating. These concerns, coupled with the current global economic crisis, demand a solution that includes not only business, but politics, ecology, and culture as well. The Handbook of Research on Developing Sustainable Value in Economics, Finance, and Marketing provides the latest empirical research findings on how sustainable development can work not just for organizations, but for the global economy as a whole. This book is an essential reference source for professionals and researchers in various fields including economics, finance, marketing, operations management, communication sciences, sociology, and information technology.

## The State of Research in Marketing

Customer equity has emerged as the most important metric to manage firm performance. This Handbook covers a broad range of strategic and tactical issues related to defining, measuring, managing, and implementing the customer equity metric for maximizin

## Statistical Analysis of Management Data

Distribution channels are the most complex element of the marketing mix to fully grasp and to profitably manage. In this Handbook the authors present cutting-edge research on channel management and design from analytical, conceptual, and empirical perspectives. The breadth of this Handbook makes it appropriate for use in a doctoral course on distribution channels, or as a knowledge-broadening resource for faculty and researchers who wish to understand types of channels research that are outside the scope of their own approach to distribution.

## Handbook of Research on Customer Engagement

This Handbook compiles the state of the art of current research on sustainable consumption from the world's leading experts in the field. The implementation of sustainable consumption presents one of the greatest challenges and opportunities we are fac

## Contemporary Issues in Marketing

In recent times, the advent of new technologies, the concerns about sustainability, and the new tastes of the youngest generations of luxury consumers have affected the traditional dynamics of the luxury goods markets. These emerging issues have caused significant changes in the marketing of luxury goods. Sustainable development is not a new practice in the luxury market but is of increasing importance. The real challenge is for luxury companies to overcome the residual corporate social responsibility perspective to embrace a real integration of environmental, ethical, and social concerns into the corporate strategy. Integrated output and sustainable processes, the introduction of non-financial reporting as operational practice, and a new orientation to circular economy practices are emerging issues that still today request for a deeper exploration both on the academic and managerial point of view. Digitalization is another relevant issue that is reshaping the business model of luxury companies. Big data, blockchain, omnichannel experience, and digital customer experience represent the main digital challenges that luxury brand companies are facing nowadays. Luxury brands must keep up with these digital demands and sustainability concerns to maintain their position in the global market. Developing Successful Global Strategies for Marketing Luxury Brands upgrades the most relevant theoretical frameworks and empirical research about the marketing of luxury goods. This book is focused on contemporary issues affecting luxury industries such as digital transformation (blockchain, big data, analytics, innovation processes), sustainable development, changes in luxury consumers' behavior, integration between physical and online channels, and the development of social media marketing strategies. Chapters will cover areas of marketing, management, buyer behavior, and international business, creating a multidisciplinary approach for this book. This book is ideal for scholars, local government agencies and public bodies, managers, luxury business owners, along with practitioners, stakeholders, researchers, academicians, and students who are interested in emerging issues affecting the luxury market, such as sustainability and digital transformation.

## Handbook of Research on Customer Equity in Marketing

## Building Models for Marketing Decisions

Artificial intelligence (AI) describes machines/computers that mimic cognitive functions that humans associate with other human minds, such as learning and problem solving. As businesses have evolved to include more automation of processes, it has become more vital to understand AI and its various applications. Additionally, it is important for workers in the marketing industry to understand how to coincide with and utilize these techniques to enhance and make their work more efficient. The Handbook of Research on Applied AI for International Business and Marketing Applications is a critical scholarly publication that provides comprehensive research on artificial intelligence applications within the context of international business. Highlighting a wide range of topics such as diversification, risk management, and artificial intelligence, this book is ideal for marketers, business professionals, academicians, practitioners, researchers, and students.

## Handbook of Research on the Impact of Fandom in Society and Consumerism

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.

## Research in Marketing

The global expansion of business has generated a tremendous interest among scholars, but there remains a strong need for theoretical insights into conducting marketing operations abroad. This thoroughly revised edition addresses this lack in the extant literature. The book consists of insights from leading scholars in international marketing, working not only to advance the theoretical underpinnings of today's most important international marketing issues, but also to provide insights for how the field of scholarship and practice of international marketing might develop in the future. The authors, top scholars from around the world, provide useful theoretical insights designed to stimulate contemplation and discussion, and to provide guidelines for future research on international marketing. The volume includes coverage of topics in four main areas: Part I looks at global branding while Part II examines issues of marketing strategy on a world stage. Part III offers chapters on cultural issues and the book closes with a more detailed look at marketing at the bottom of the pyramid in Part IV. Scholars and students in marketing and international business will find much of value in this comprehensive volume.

## Essentials of Marketing Research

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.

## Marketing Research: Asia-Pacific Edition

Essentials of Marketing Research concisely delivers an up-to-date review of a broad variety of marketing research topics. It takes an application-oriented approach, providing students with the tools and skills necessary to solve business problems and exploit business opportunities. The authors' years of experience in real-world marketing research is evident throughout, from their thorough treatment of qualitative research (given short shrift in many other books) to their knowledgeable coverage of sample size rules-of-thumb, conducting a background literature review, and the importance of new market research tools and techniques. Essentials of Marketing Research gives students a strong command of market research principles, while being short enough to use alongside cases or projects.

## Handbook of Marketing Decision Models

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## Journal of Historical Research in Marketing

Quantitative marketing has been gaining importance during the last decade. This is indicated by the growing number of model- and method-oriented studies published in leading journals as well as by the many successful applications of quantitative approaches in pricing, advertising, new product planning, and market segmentation decisions. In addition, market research has clearly benefitted from applying advanced quantitative models and methods in practice. Some 60 researchers - among them worldwide leading scholars - offer a broad overview of quantitative approaches in marketing. They not only highlight diverse mathematical and methodological perspectives, but also demonstrate the relevance and practical consequences of applying quantitative approaches to marketing problems.

## Basic Marketing Research

The 21st century has brought about many changes in the economic realm due to acceleration of globalization. The competitive landscape in numerous areas must always be reinvented to account for these changes, therefore making different marketing efforts a requirement for long-term success. The Handbook of Research on Effective Marketing in Contemporary Globalism provides readers with an understanding of the importance of marketing products and services across different cultures and languages in an era of high global competition. Intensified globalization, shifting demographics, and rapid innovations in technology and productivity solidify this publication's importance to scholar-practitioners, business executives, and undergraduate/graduate students.

## International Journal of Research in Marketing

Susan Dobscha and the authors in this Handbook provide a primer and resource for scholars and practitioners keen to develop or enhance their understanding of how gender permeates marketing decisions, consumer experiences, public policy initiatives, and market practices.

## Handbook of Research on Distribution Channels

This book is about marketing models and the process of model building. Our primary focus is on models that can be used by managers to support marketing decisions. It has long been known that simple models usually outperform judgments in predicting outcomes in a wide variety of contexts. For example, models of judgments tend to provide better forecasts of the outcomes than the judgments themselves (because the model eliminates the noise in judgments). And since judgments never fully reflect the complexities of the many forces that influence outcomes, it is easy to see why models of actual outcomes should be very attractive to (marketing) decision makers. Thus, appropriately constructed models can provide insights about structural relations between marketing variables. Since models explicate the relations, both the process of model building and the model that ultimately results can improve the quality of marketing decisions. Managers often use rules of thumb for decisions. For example, a brand manager will have defined a specific set of alternative brands as the competitive set within a product category. Usually this set is based on perceived similarities in brand characteristics, advertising messages, etc. If a new marketing initiative occurs for one of the other brands, the brand manager will have a strong inclination to react. The reaction is partly based on the manager's desire to maintain some competitive parity in the marketing variables.

## Marketing Research

Taking a multidisciplinary approach, this comprehensive Handbook comprises contributions from international researchers of diverse educational and research backgrounds. Chapters present methodological issues within marketing research, sharing the researchers' experiences of what does and does not work, as well as discussing challenges and avenues for innovation.

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