E-Marketing: Stephen Dain 2011-01-11 Using a mix of academic rigour and practical application to the e-marketing environment, the author introduces readers to the frameworks and techniques to develop a winning e-marketing strategy.

Handbook of Research on Retailer-Consumer Relationship Development - Musa, Fabio 2014-03-31 Though both organisations are in a transition phase, the retailer and consumer relationship is also influenced by non-economic factors and is a context of social interaction. With the emergence of modern merchandising techniques and the rise in large retail companies, consumers have become increasingly vigilant of practice within the retail industry. Handbook of Research on Retailer-Consumer Relationship Development offers a complete and updated overview of various perspectives relating to customer relationship management within the retail industry and stimulates the search for new generational reference dimensions of consumer behaviour having different angles to analyze the exchange between the retailer and the consumer, this handbook is a valuable tool for professionals and scholars seeking to upgrade their knowledge, as well as for upper-level students.

Consumer Psychology in Behavioural Perspective - C. Rolfe 1990. The purpose of the thesis is to assess the contribution of the experimental analysis of behaviour (EAB), which is closely associated with the work of B.F. Skinner, to the development of consumer psychology. Chapter 1 argues that the predominance of the cognitive model impedes the scientific progress of the psychology of consumer behaviour by inhibiting the development of alternative models. A theoretical perspective of the EAB is developed, and the characteristics of the EAB and explanations which Feinman argued is a prerequisite of such progress. The EAB is advanced as a vehicle for the erosion of the dominating paradigm: it not only addresses the challenges of society and consumer behaviour consumption, but also provides a stand point from which to conduct a critique of the prevailing cognitivism. The EAB is described in detail in the last part of the book, and the authors present different philosophical foundations of the EAB. The chapter on the mode of explanation rests, and an account of operant conditioning demonstrates the empirical basis of the paradigm. Skinner's ontological redefinition of behavioural science is outlined through a comparison of classical and operant conditioning. The book advances a new model of psychology, which is based on the relevance of the variables to the outcomes of published behavior modification experiments concerned with environmental conservation. Chapter 6 summarises the argument and its implications.

Green Marketing in Emerging Markets-Chiko Mulonga 2021-08-19. Green marketing has risen in prominence over recent years as corporations face calls to lower their carbon footprint, engage in socially responsible practices, and address environmental sustainability. This book explores the practical applications of the resultant model to explain consumer behaviour in retail and consumption situations, and to elucidate brand choice. The result is a novel interpretation of cognitive and behaviourist perspectives, an overarching philosophy for consumer research.

Marketing Strategy, Test Cases and O. C. Ferris 2013-04-01. Thoroughly revised and updated, MKTG4 is designed to truly connect with today's busy, tech-savvy student. Students brings you and your students into the world of marketing through the use of real companies and the real-life marketing challenges they have faced in recent times. The authors explain core concepts and theories in a cutting-edge coverage, current examples, new cases, and photographs, the sixth edition delivers a practical, comprehensive reference source on new innovative dimensions of consumer behavioral studies and reveals how marketing practices have evolved in recent past

Understanding Consumer Choice -G. Fosna 2005-03-11. Understanding Consumer Choice shows how attempts to relate consumers’ attitudes and actions have implicitly incorporated measures of the various aspects at the heart of a situational theory of consumer choice. These are the buyer's consumption history and the physical and social settings in which they occur, social norms and conventions, and the capacity of the resulting model to explain consumer behaviour in retail and consumption situations, and to elucidate brand choice. The result is a novel interpretation of cognitive and behaviourist perspectives, an overarching philosophy for consumer research.

Marketing: Real People, Real Choices -Michael Solomon 2013-09-05. Marketing: Real People, Real Choices brings you and your students into the world of marketing through the use of real companies and the real-life marketing issues that have faced in recent times. The authors explain core concepts and theories in a cutting-edge coverage, current examples, new cases, and photographs, the sixth edition delivers a practical, comprehensive reference source on new innovative dimensions of consumer behavioral studies and reveals how marketing practices have evolved in recent past.
communication and other social sciences, as well as to psychologists, health workers, and practitioners interested in the topics of identity, consumption pathologies, body image, and body-related behaviours.

INDUSTRIAL MARKETING-MILIND T. PHADTARE 2014-07-30 The book would serve as a standard textbook on the subject of Industrial Marketing, and thus, will be useful for students of management. This book is aimed at providing better conceptual understanding of the industrial marketing, as well as, enhancing the skills required in its practice. The book begins with the review of fundamentals of marketing, concepts in industrial marketing, industrial marketing environment, gathering market intelligence, organisational buying behaviour, and segmentation and positioning in industrial marketing. Then, it goes on to give an insightful analysis of product mix, price mix, marketing channels, marketing control, and project marketing. The text concludes with a discussion on commercial terms, clauses and documents involved in the practice of industrial marketing. The text provides eleven case studies which lend a practical flavour to it, and illustrate the concepts discussed. Key Features • Shows the importance and selection criteria of marketing channels. • Explains commercial clauses and contents of documents. • Explains difference between product marketing and project marketing • Provides questions at the end of every chapter. • Interpersed with real-life examples, this book should also prove very handy to the practicing manager. New to this edition • Four new chapters, namely, Review of Marketing Fundamentals, Industrial Marketing Environment, Negotiating Sales Deals and Key Account Management have been added. • Keeping in mind the importance of case studies for both the students, as well as, practitioners, four new cases have also been added in this edition. • Besides, material is added in most of the chapters to discuss some topics in more detail, or some sub-topic which were missing in the earlier editions. • Problem questions added at the end of the chapters will help the students to understand the practical applications of marketing concepts in real business world. • The concepts are supported by real-life examples, diagrams and tables to reinforce the understanding of the subject-matter.