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Journal Of Consumer Research Impact Factor

Pego, Ana

Journal Of Consumer Research Impact Factor:

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 A Reader in Marketing Communications Philip Kitchen, Patrick de Pelsmacker, Lynne Eagle, Don E. Schultz, 2020-08-26 Combining seminal papers on marketing communications with incisive commentary and overviews from the editors case studies and student question and answer sections this text provides a uniquely global perspective on this topical subject It can be used as a supplement to textbooks on marketing communications or as an excellent stand alone text to give greater instruction and insight into key elements of the twenty first century promotional mix Providing a one stop reference for all those studying marketing communications this reader tackles the subject from an international perspective Each chapter is introduced by one of the four editors each editor being from a different core geographic area the USA the Pacific Rim mainland Europe and the UK At the end of each paper questions are posed to test the student readers Academically rigorous this essential book contributed to by recognized experts will be a valuable reference for undergraduates and graduates of marketing communications business and 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 **Academic Research in Business and the Social Sciences** George P. Moschis, 2024-06-06 This book provides doctoral students junior faculty and early career researchers with guidelines resources and strategies for performing and publishing academic research successfully It helps increase the productivity of researchers by showing efficient and effective ways to increase research output and publication probability ranging from manuscript preparation and positioning to working with co authors and journal reviewers The author uses research findings anecdotal evidence and illustrations from his academic career to support his views on strategies and tactics that are required of scholars in order to succeed Handbook of Research on Digital Innovation and Networking in Post-COVID-19 Organizations Pego, Ana, 2022-06-24 Businesses have had to face many challenges due to the COVID 19 pandemic to survive in the changing landscape they had to adapt quickly and implement new tactics and best practices to stay competitive Networking is one of the many areas that looks vastly different in a post pandemic world and companies must understand this change or risk falling behind Further study is required to uncover the various difficulties and potential future directions of networking and innovation within the business landscape The Handbook of Research on Digital Innovation and Networking in Post COVID 19 Organizations provides a thorough overview of the ways in which organizations have had to change and adapt to the new business environments and considers how networking looks different in a post COVID 19 world Covering key topics such as organizational structures consumer behavior teleworking and collaborations this major reference work is ideal for managers business owners industry professionals policymakers researchers scholars academicians practitioners instructors and students **Trends and Challenges in Indian Business Management** Deepak Ashok Kumar Dr. Hari Sundar G.Ram Arun Krishnadas, 2014 **New Perspectives on Critical Marketing and** Consumer Society Elaine L Ritch, Julie McColl, 2021-03-01 Digital communication has altered the flow of global information evolved consumer values and changed consumption practices worldwide New Perspectives on Critical Marketing and Consumer Society provides an illuminating challenging and thought provoking guide for all upper level students of marketing branding and consumer behaviour The Routledge Companion to Contemporary Brand Management Francesca Dall'Olmo Riley, Jaywant Singh, Charles Blankson, 2016-07-15 The amount and range of brand related literature published in the last fifty

years can be overwhelming for brand scholars This Companion provides a uniquely comprehensive overview of contemporary issues in brand management research and the challenges faced by brands and their managers Original contributions from an international range of established and emerging scholars from Europe US Asia and Africa provide a diverse range of insights on different areas of branding reflecting the state of the art and insights into future challenges Designed to provide not only a comprehensive overview but also to stimulate new insights this will be an essential resource for researchers educators and advanced students in branding and brand management consumer behaviour marketing and advertising Warnings Michael S. Wogalter, 2006-01-20 A technical discussion that includes theory research and application this book describes warning design standards and guidelines aspects of law relevant to warnings such as government regulations case trial litigation and the role of expert testimony in these cases and international health medical and marketing issues Broken into thirteen A Study On The Factors Influencing The Purchase Behaviour Of High End Luxury Lifestyle **Products** Sandeep Bhanot, Consumption Motives in Luxury Marketing Laura Helena Hartmann, 2015-07-10 This dissertation is devoted to attitudes of consumers toward luxury in two agricultural markets horse sports and foods Literature postulates a change of perceived luxury definitions and motives for luxury consumption Accordingly personally oriented luxury consumption has gained significance while socially oriented motives have been pushed into the background Based on this the following studies were aimed to reveal how far it has affected the consumer behavior in both agricultural markets The research results are used to define the target groups for different kinds of luxury marketing and to give recommendations for the design of accordant marketing strategies. The studies provide empirical evidence for the existence of a shift of motives for luxury consumption and luxury definitions away from prestige and conspicuousness toward self realization hedonism intangible values functionality sustainability and authenticity Moreover the results imply that luxury consumption can be categorized in tangible luxury goods and luxury experience Despite intersections by means of hedonism and self realization the studies revealed differences in the consumption motives for both categories of luxury Routledge Companion to Identity and Consumption Ayalla A. Ruvio, Russell W. Belk, 2013-01-04 Tell me what you eat I ll tell you who you are said Anthelme Brillat Savarin Today You are what you consume is more apt Barbara Krueger's ironic twist of Descartes I shop therefore I am has lost its irony Such phrases have become commonplace descriptions of our identity in the contemporary world In our materialistic world it seems as if there is no debate that our consumption behaviour is fused with our self identity shaping it changing it and often challenging it The Routledge Companion to Identity and Consumption introduces the reader to state of the art research written by the world's leading scholars regarding the interplay between identity and consumption The book addresses the diverse issues regarding the ways identity affects our consumption behaviour and vice versa and in doing so presents a broad perspective on the dynamics of self identity and consumption With chapters discussing the theory research and practical implications of these dynamics including the way

they change across our life span and their expression within different social cultural and religious contexts this book will be a valuable reference source for students and academics from a variety of disciplines Understanding Children as Consumers David Marshall, 2010-04-19 What drives children as consumers How do advertising campaigns and branding effect children and young people How do children themselves understand and evaluate these influences Whether fashion toys food branding money from TV adverts and the supermarket aisle to the internet and peer trends there is a growing presence of marketing forces directed at and influencing children and young people How should these forces be understood and what means of research or dialogue is required to assess them With critical insight the contributors to this collection take up the evaluation of the child as an active consumer and offer a valuable rethinking of the discussions and literature on the subject Features 14 original chapters from leading researchers in the field Each chapter contains vignettes or case examples to reinforce learning Contains consideration of future research directions in each of the topics that the chapters cover This book will be relevant reading for postgraduates and advanced undergraduates with an interest in children as consumers consumer behaviour and on marketing courses in general as well as for researchers working in this field The Persuasion Handbook James Price Dillard, Michael Pfau, 2002-07-23 The Persuasion Handbook provides readers with cogent comprehensive summaries of research in a wide range of areas related to persuasion From a topical standpoint this handbook takes an interdisciplinary approach covering issues of interest to interpersonal and mass communication researchers as well as psychologists and public health practitioners Persuasion is presented in this volume on a micro to macro continuum moving from chapters on cognitive processes the individual and theories of persuasion to chapters highlighting broader social factors and phenomena related to persuasion such as social context and larger scale persuasive campaigns Each chapter identifies key challenges to the area and lays out research strategies for addressing those challenges Handbook of Culture and Consumer Behavior Sharon Ng, Angela Y. Lee, 2015 In this volume experts from a variety of disciplines and perspectives trace the historical development of culture research in consumer psychology and examine the theoretical underpinnings that account for these Adolescents, Family and Consumer Behaviour Harleen Kaur, Chandan Deep findings and the current state of the field Singh, 2019-12-20 Buying decision making is a complicated process in which a consumer s decision is under the influence of others The buyer's decision making is directed in such a way that they must act as a consumer in society Media and family are key socializing agents for adolescents Moreover changes in the socio cultural environment in India necessitate that adolescents influence in family s buying decision making should be investigated In comparison to Western society Indian society is quite different when compared in terms of family composition and structure behavior values and norms which impact adolescents buying decision making Adolescents Family and Consumer Behaviour studies the role of consumer socialization agents for adolescents examining socio economic factors that influence adolescents buying decision making in Indian urban families It aims to discover the influence tactics that adolescents employ and to qualitatively analyse how

marketers in turn influence adolescents It addresses the topics with regard to strategic management and marketing and will be of interest to researchers academics practitioners and students in the fields of management entrepreneurship small business management and human resource management **Measuring Electronic Word-of-Mouth Effectiveness** Wolfgang Weitzl, 2016-10-04 Wolfgang Weitzl introduces a novel perspective for measuring consumer trust in eWOM by applying a rigid scale development process In doing so the research aims to set new methodical standards for developing reliable valid and practicable research instruments Most importantly however the research offers valuable insights into the nature and role of consumer initiated vs marketer initiated online communication in an intercultural context by conducting a series of qualitative and quantitative surveys using samples from three countries **Proceedings of the 1989 Academy of** Marketing Science (AMS) Annual Conference Jon M. Hawes, John Thanopoulos, 2015-05-12 This volume includes the full proceedings from the 1989 Academy of Marketing Science AMS Annual Conference held in Orlando Florida It provides a variety of quality research in the fields of marketing theory and practice in areas such as consumer behaviour marketing management marketing education and international marketing among others Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy's flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science Rediscovering the Essentiality of Marketing Luca Petruzzellis, Russell S. Winer, 2016-06-27 This book contains the full proceedings of the 2015 Academy of Marketing Science World Marketing Congress held in Bari Italy The current worldwide business environment is leading marketing scholars and practitioners to reconsider a number of historical and current views of the marketplace and how it functions Further determining new marketing theories and practical methods whose effectiveness can be truly measured must be added to the list of current challenges for today and tomorrow In such a period in marketing history achieving and managing efficient and effective marketing actions is a necessity Determining such actions is based on practical experience solid theory and appropriate research methodology The enclosed papers focus on new research ideas on vibrant topics that can help academics and practitioners gain new perspectives and insights into today s turbulent marketplace Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these

events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy s flagship journals Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

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