

BUSM058 Understanding Consumer Behaviour

Module Organiser: Dr Konstantinos Poulis

View Online



Ariely, Dan. (2009). Predictably irrational: the hidden forces that shape our decisions. Harper.

Bagozzi, Richard P., Gurhan-Canli, Zeynep, & Priester, Joseph R. (2002). The social psychology of consumer behaviour: Vol. Applying social psychology. Open University Press.

Belk, Russell W. (2006). Handbook of qualitative research methods in marketing. Edward Elgar.

Blackwell, Roger D., Miniard, Paul W., & Engel, James F. (2006). Consumer behavior (10th ed). Thomson Business and Economics.

Bradley, Nigel. (2010). Marketing research: tools & techniques (2nd ed). Oxford University Press.

Buber, Renate, Gadner, Johannes, & Richards, Lyn. (2004). Applying qualitative methods to marketing management research. Palgrave Macmillan.

Cialdini, Robert B. (2007). Influence: the psychology of persuasion (Rev. ed.; 1st Collins business essentials ed). Collins.

Cooper, Donald R. & Schindler, Pamela S. (2006). Marketing research. McGraw-Hill/Irwin.

East, Robert, Wright, Malcolm, & Vanhuele, Marc. (2008). Consumer behaviour: applications in marketing. Sage Publications.

Field, Andy P. (2009). Discovering statistics using SPSS: (and sex and drugs and rock 'n' roll): Vol. Introducing statistical methods (3rd ed). SAGE Publications.

Gabriel, Yiannis & Lang, Tim. (2006). The unmanageable consumer (2nd ed). SAGE.

Grover, Rajiv & Vriens, Marco. (2006). The handbook of marketing research: uses, misuses, and future advances. SAGE.

Hagtvedt, Curtis P., Herr, Paul, & Kardes, Frank R. (2008). Handbook of consumer psychology: Vol. Marketing and consumer psychology series. Lawrence Erlbaum Associates.

Hawkins, Del I. & Mothersbaugh, David L. (2010). Consumer behavior: building marketing

strategy: Vol. McGraw-Hill Higher education (11. ed., international ed., international student ed). McGraw-Hill Irwin.

Hoyer, Wayne D. & MacInnis, Deborah J. (2010). Consumer behavior (5th ed., International ed). South-Western/Cengage Learning.

Journal of Consumer Psychology. (n.d.).

Journal of Consumer Research. (n.d.).

Journal of Economic Psychology. (n.d.).

Journal of Marketing. (n.d.).

Journal of Marketing Research (JMR). (n.d.).

Journal of Retailing. (n.d.).

Kumar, Ranjit. (2011). Research methodology: a step-by-step guide for beginners (3rd ed). SAGE.

Kvale, Steinar & Brinkmann, Svend. (2009). InterViews: learning the craft of qualitative research interviewing (2nd ed). Sage Publications.

Malhotra, Naresh K. & Birks, David F. (2007). Marketing research: an applied approach (3rd European ed). Financial Times Prentice Hall.

Marketing Letters. (n.d.).

Marshall, David. (2010a). Understanding children as consumers: Vol. Advanced marketing series. Sage.

Marshall, David. (2010b). Understanding children as consumers: Vol. Advanced marketing series [Electronic resource]. SAGE.
<http://ezproxy.library.qmul.ac.uk/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=QMUL&isbn=9780857026743&uid=^u>

Mazzocchi, Mario. (2008). Statistics for marketing and consumer research. Sage.

McDaniel, Carl D. & Gates, Roger H. (2007). Marketing research (7th ed). Wiley.

Mooij, Marieke K. de. (2004). Consumer behavior and culture: consequences for global marketing and advertising. Sage Publications.

Pallant, Julie. (2010). SPSS survival manual: a step by step guide to data analysis using SPSS (4th ed). Open University Press/McGraw-Hill.

Peter, J. Paul & Olson, Jerry C. (2010). Consumer behavior & marketing strategy (9th ed). McGraw-Hill Irwin.

Psychology & Marketing. (n.d.).

Schiffman, Leon G., Hansen, Håvard, Kanuk, Leslie Lazar, & Schiffman, Leon G. (2008). Consumer behaviour: a European outlook. Prentice Hall/Financial Times.

Schiffman, Leon G., Kanuk, Leslie Lazar, & Wisenblit, Joseph. (2010). Consumer behavior (10th ed., Global ed). Pearson Prentice Hall.

Sheth, Jagdish N. & Mittal, Banwari. (2004). Customer behavior: a managerial perspective (2nd ed). Thomson/South-Western.

Smith, Scott M. & Albaum, Gerald S. (2005). Fundamentals of marketing research. Sage.

Solomon, Michael R. (2010a). Consumer behavior: buying, having, and being (9th ed., Global ed). Pearson Education.

Solomon, Michael R. (2010b). Consumer behaviour: a European perspective (4th ed). Prentice Hall/Financial Times.

Underhill, Paco. (2009). Why we buy: the science of shopping (Updated and rev). Simon & Schuster.

Wilson, Alan M. (2006). Marketing research: an integrated approach (2nd ed). Prentice Hall/Financial Times.