

MARKETING AND CONSUMER RESEARCH IN THE PUBLIC INTEREST



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Marketing And Consumer Research In The Public Interest

Odus V. Elliott



Marketing And Consumer Research In The Public Interest:

Marketing and Consumer Research in the Public Interest Ronald Paul Hill,1995-10-17 Ethical and social issues in marketing and consumer behaviour are the focus of this book Leading scholars in marketing discuss controversial cutting edge theoretical approaches to investigating public interest They examine difficult consumption issues such as substance abuse and grieving customers as well as media issues like portrayal of minority groups target marketing and the impact that idealized images has on consumers perceptions of their lives The book concludes with a discussion of legislative and social marketing issues including green buying practices consumer rights warning labels and product safety MARKETING and consumer research in the public interest ,1999

Advertising and the Public Interest John A. Howard,James Hulbert,1973 *Handbook of Marketing and Society* Paul N. Bloom,Gregory Thomas Gundlach,2001 Marketing scholars have a long history of conducting research on how marketing affects the welfare of society A significant body of knowledge has developed to look beyond marketing s impact on the corporate bottom line towards the affects of marketing on consumer sovereignty public health economic growth and other aspect of societal welfare The large and growing amount of research has become fragmented and diverse There is a need for a volume to pull all of this research together to facilitate the assessment of what we have learned and what we need to study further This volume fills that need Handbook of Marketing and Society presents the first comprehensive in depth examination of scholarly research on how marketing affects societal welfare Drawing on the talents of a distinguished group of contributors the editors have assembled key reviews analyses and perspectives on a broad range of research topics including deceptive advertising warning labels trademark infringement antitrust enforcement environmental labels privacy protection social marketing and corporate societal marketing An unifying model is presented in the introduction that illustrates the linkage of marketing knowledge marketing decisions and societal welfare Each chapter covers in a purposeful way a different link or path through which marketing can affect societal welfare Future research needs are identified in each chapter in order to help focus marketing thinking and marketing practice serve society more effectively Academics graduate students and others interested in marketing s role in society will find this a valuable resource and an excellent guidebook for future research

Contemporary Consumption Rituals Cele C. Otnes,Tina M. Lowrey,2004-05-20 This work offers a multifaceted exploration of new rituals such as Celebrating Kwanzaa and of the ways entrenched rituals such as Mardi Gras gift giving and weddings have changed Moreover it examines the influence of both cultures and subcultures

Consumer Vulnerability Susan Dunnett,Kathy Hamilton,Maria Piacentini,2018-10-18 This book demonstrates that marketing scholarship has much to contribute to our understanding of consumer vulnerability and potential solutions It brings to the fore ways in which so called vulnerable consumers navigate various marketplace and service interactions and develop specific consumer skills in order to empower themselves in such exchanges It does so by exploring how consumer vulnerability is experienced across a range of different contexts such as

poverty and disability and the potential impact of vulnerability from childhood to old age Other chapters extend focus from the consumer to the organisational perspective or consider more macro issues such as socio spatial disadvantages The fundamental aim of many of the contributors is to produce work that can benefit individual and societal well being They draw on various methodological approaches that generate both marketing management and policy focused implications A series of commentaries are also included to stimulate critical reflection and new insights into consumer vulnerability This book was originally published as a special issue of the Journal of Marketing Management

The Oxford Handbook of Happiness Susan A. David, Ilona Boniwell, Amanda Conley Ayers, 2014 A text for researchers and practitioners interested in human happiness Its editors and chapter contributors are world leaders in the investigation of happiness across the fields of psychology education philosophy social policy and economics

Transformative Consumer Research for Personal and Collective Well-Being David Glen Mick, Simone Pettigrew, Cornelia (Connie) Pechmann, Julie L. Ozanne, 2012-01-26 Daily existence is more interconnected to consumer behaviors than ever before encompassing many issues of well being Problems include unhealthy eating credit card mismanagement alcohol tobacco pornography and gambling abuse marketplace discrimination and ecological deterioration as well as at risk groups who are impoverished impaired or elderly Opportunities for well being via consumer behaviors include empowerment via the Internet product sharing leisure pursuits family consumption and pro environmental activities among others In 2005 the Association for Consumer Research launched Transformative Consumer Research TCR Its mission is to foster research on quality of life that is both rigorous and applied for better assisting consumers their caregivers policy administrators and executives This edited volume includes 33 chapters on a wide range of topics by expert international authors All royalties from sales of this book are donated to the Association to support TCR grants

A Consumers' Republic Lizabeth Cohen, 2008-12-24 In this signal work of history Bancroft Prize winner and Pulitzer Prize finalist Lizabeth Cohen shows how the pursuit of prosperity after World War II fueled our pervasive consumer mentality and transformed American life Trumpeted as a means to promote the general welfare mass consumption quickly outgrew its economic objectives and became synonymous with patriotism social equality and the American Dream Material goods came to embody the promise of America and the power of consumers to purchase everything from vacuum cleaners to convertibles gave rise to the power of citizens to purchase political influence and effect social change Yet despite undeniable successes and unprecedented affluence mass consumption also fostered economic inequality and the fracturing of society along gender class and racial lines In charting the complex legacy of our Consumers Republic Lizabeth Cohen has written a bold encompassing and profoundly influential book

Communicating Risks and Benefits Baruch Fischhoff, 2012-03-08 Effective risk communication is essential to the well being of any organization and those people who depend on it Ineffective communication can cost lives money and reputations *Communicating Risks and Benefits An Evidence Based User's Guide* provides the scientific foundations for effective communications The book authoritatively summarizes the

relevant research draws out its implications for communication design and provides practical ways to evaluate and improve communications for any decision involving risks and benefits Topics include the communication of quantitative information and warnings the roles of emotion and the news media the effects of age and literacy and tests of how well communications meet the organization's goals The guide will help users in any organization with any budget to make the science of their communications as sound as the science that they are communicating **The Tools of Government** Odus V.

Elliott,2002-02-22 The new tools of public action have come to rely heavily on third parties private businesses nonprofit organisations and other levels of government for their operation The Tools of Government is a comprehensive guide to the operation of these tools and to the management accountability policy and theoretical issues they pose *Consumer Behaviour* Michael R. Solomon,Søren Askegaard,Margaret K. Hogg,Gary Bamossy,2019 La 4 de couv indique Now in its seventh edition *Consumer Behaviour A European Perspective* provides the most comprehensive lively and engaging introduction to the behaviour of consumers in Europe and around the world The new slimline edition has 13 chapters maintaining its breadth of coverage and making it ideal for second and third year undergraduates as well as Master's students The book links consumer behaviour theory with the real life problems faced by practitioners in many ways Marketing opportunity Marketing pitfalls and Multicultural dimensions boxes throughout the text illustrate the impact consumer behaviour has on marketing activities Consumer behaviour as I see it boxes feature marketing academics talking about the relevance of consumer behaviour issues to their everyday work Brand new Case studies about European companies and topics give deep insights into the world of consumer behaviour New coverage of sustainable consumption emerging technologies social media and online behaviour is woven throughout this edition Online materials including multiple choice questions and links to useful websites are available on the book's website at www.pearsoned.co.uk/solomon **The Routledge Companion to Marketing and Feminism** Pauline Maclaran,Lorna Stevens,Olga Kravets,2022-02-25 This comprehensive and authoritative sourcebook offers academics researchers and students an introduction to and overview of current scholarship at the intersection of marketing and feminism In the last five years there has been a resurrection of feminist voices in marketing and consumer research This mirrors a wider public interest in feminism particularly in the media as well as the academy with younger women discovering that patriarchal structures and strictures still limit women's development and life opportunities The F word is back on the agenda made high profile by campaigns such as MeToo and TimesUp There is a noticeably renewed interest in feminist scholarship especially amongst younger scholars and significantly insightful interdisciplinary critiques of this new brand of feminism including the identification of a neoliberal feminism that urges professional women to achieve a work family balance on the back of other women's exploitation Consolidating existing scholarship while exploring emerging theories and ideas which will generate further feminist research this volume will be of interest to researchers academics and students in marketing and consumption studies especially those studying or

researching the complex inter relationship of feminism and marketing **Research Handbook on Luxury Branding** Felicitas Morhart, Keith Wilcox, Sandor Czellar, 2020-04-24 Unique and timely this Research Handbook on Luxury Branding explores and takes stock of the current body of knowledge on luxury branding as well as offering direction for future research and management in the field Featuring contributions from an international team of top level researchers this Handbook offers analysis and discussion of the profound socioeconomic psychological technological and political changes that are affecting the luxury industry and that will continue to shape its future **The Elgar Companion to Consumer Research and Economic Psychology** Peter E. Earl, Simon Kemp, 2002-01-01 Presents over 100 specially commissioned entries on important topics in consumer research and economic psychology from behaviourism and brand loyalty to trust and the psychology of tourism Leading scholars in the fields provide stimulating insights into the area as well as summarising existing knowledge **How to Get Published in the Best Marketing Journals** David W. Stewart, Daniel M. Ladik, 2019 This essential guide edited by experienced journal editors is the definitive sourcebook for prospective authors who are seeking direction and advice about developing academic papers in marketing that will have a high probability of publication in the best journals in the discipline It brings together a wealth of contributors all of whom are experienced researchers and have been published in the leading marketing journals *The Routledge Handbook of Identity and Consumption* Ayalla Ruvio, Russell Belk, 2025-04-15 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 behavior is fused with our self identity shaping it changing it and often challenging it The Routledge Handbook of 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 *Marketing Theory: Philosophy of Science Perspectives* Ronald F. Bush, Shelby D. Hunt, 2011-10-15

Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2014-12-31 As marketing professionals look for ever more effective ways to promote their goods and services to customers a thorough understanding of customer needs and the ability to predict a target audience s reaction to advertising campaigns is essential Marketing and Consumer Behavior Concepts Methodologies Tools and Applications explores cutting edge advancements in marketing strategies as well as the development and design considerations integral to

the successful analysis of consumer trends Including both in depth case studies and theoretical discussions this comprehensive four volume reference is a necessary resource for business leaders and marketing managers students and educators and advertisers looking to expand the reach of their target market **Federal Trade Commission Decisions**
United States. Federal Trade Commission,1982

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