

Perspectives on Methodology in Consumer Research

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David Brinberg and Richard J. Lutz



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Perspectives On Methodology In Consumer Research

Michela Addis



Perspectives On Methodology In Consumer Research:

Perspectives on Methodology in Consumer Research David Brinberg, Richard J. Lutz, 2012-12-06 Methodological advances in consumer behavior are increasing rapidly We can characterize these advances by work in two logically separate but functionally related areas a the philosophical underpinnings of our methods and b the analytic strategies for examining the phenomena of interest in the field An important aspect in communicating these advances is the demonstration of their use on focal problems in consumer behavior Current research strategies and analytic techniques in the field of consumer research reflect the dominant logical empiricist epistemology The development of new epistemologies e g scientific relativism hypothetical realism however is likely to modify the dominant logical empiricist approach and is also likely to influence the analytic strategies used to conduct research For instance with the increased awareness of scientific relativism and hypothetical realism greater emphasis is anticipated for idiographic rather than nomothetic designs for observational rather than experimental designs for process rather than static analyses and for more sophisticated techniques for summarizing findings across studies The major theme underlying this volume is that conceptual analytic and substantive diversity are essential for consumer behavior research to advance Collectively the chapters we present in this volume are a diverse set of perspectives for the study of consumer behavior This volume is organized into three parts 1 philosophical orientations toward consumer behavior research 2 analytic strategies for consumer behavior research and 3 applications of these orientations and strategies to current research areas

Visual Methods in Marketing and Consumer Research Fatema Kawaf, Ofer Dekel-Dachs, 2024-06-21 Despite the rising popularity of visual research methods from images and collages to videos and animations there is an imminent need for a book that can be a point of reference for learning about visual methods in the field of marketing and consumer research This book offers a comprehensive outlook of visual research methods in the field highlighting their value and offering a practical guide for researchers Building on the experiences and discussions of both experienced and aspiring visual researchers the editors present this book as a go to guide for doing visual research in marketing and consumer research This book encompasses nine chapters guiding the readers through the ABCs of visual research from philosophy to data collection and analysis with a dedicated chapter on research dissemination You can expect detailed discussions on the ontological and epistemological stance of visual research as well as an elaborate yet simple to follow guide of all aspects of data collection for various forms of visuals be it static images memes collages videos animations and so on The purpose of this book is not only to highlight the value of visual methods in consumer research but also to move this work on and offer a go to hands on guide for novice visual researchers and PhD candidates who wish to conduct rigorous visual research It will be a valuable resource not only for those particularly across marketing disciplines including consumer research and behaviour but also for visual researchers in fields such as sociology and anthropology

The SAGE Handbook of Marketing Theory Pauline Maclaran, Michael Saren, Barbara Stern, Mark Tadajewski, 2009-12-04 Bringing together the

latest debates concerning the development of marketing theory featuring original contributions from a selection of leading international authors this collection aims to give greater conceptual cohesion to the field by drawing together the many disparate perspectives and presenting them in one volume The contributors are all leading international scholars chosen to represent the intellectual diversity within marketing theory Divided into six parts the Handbook covers the historical development of marketing theory its philosophical underpinnings major theoretical debates the impact of theory on representations of the consumer the impact of theory on representations of the marketing organisation and contemporary issues in marketing theory *Marketing* Michael John Baker, 2001 **The Service-Dominant Logic of Marketing** Robert F. Lusch, Stephen L. Vargo, 2014-12-18 Expanding on the editors award winning article *Evolving to a New Dominant Logic for Marketing* this book presents a challenging new paradigm for the marketing discipline This new paradigm is service oriented customer oriented relationship focused and knowledge based and places marketing once viewed as a support function central to overall business strategy Service dominant logic defines service as the application of competencies for the benefit of another entity and sees mutual service provision rather than the exchange of goods as the proper subject of marketing It moves the orientation of marketing from a market to philosophy where customers are promoted to targeted and captured to a market with philosophy where the customer and supply chain partners are collaborators in the entire marketing process The editors elaborate on this model through an historical analysis clarification and extension of service dominant logic and distinguished marketing thinkers then provide further insight and commentary The result is a more comprehensive and inclusive marketing theory that will challenge both current thinking and marketing practice *Value in Marketing* Marin A. Marinov, 2019-11-21 The concept of value has been at the heart of marketing thought and practice Marketers strive to develop a unique value proposition to satisfy the needs of customers in order to create a differentiated offering to targeted customers be they end consumers or business users It is the unique value delivered by products and services that defines firm s competitive market positioning Recent advances in marketing theory have enhanced the interpretation of value in terms of its types manifestations and determinants Value in marketing is delivered to customers stakeholders shareholders ecosystems and society While the literature has been unanimously emphasizing the economic interpretation of value measured in money terms marketing has been at the forefront of critical thinking bringing to the fore new meanings and interpretations of value that have unlocked the psychological emotional social and ecological value of products and services to customers It is the marketing thought that has extended the understanding of value in use and has indisputably positioned value in context Marketing has developed the notion of value delivered by intangible assets that can create much greater value than the tangible product and or service Marketing has unravelled the multi layered nature of value to the customer and thus augmented the meanings and interpretations as well as the analytical and practical potential of this notion Consequently we see the need to revisit the concept of value in marketing in order to address its complexity This book sets to

provide an insight in the concept of value in marketing in its contemporary interpretation and level of development The aim is to offer an overview of debates and developments in our understanding of value in marketing that can raise the awareness of the scholarly and business communities of its pivotal importance for businesses and consumers Value in Marketing presents reflections and analysis of value in marketing by consecutive generations of scholars who have made theoretical contribution to the contemporary understanding of the concept its interpretations dimensions and importance The chapters address various issues including customer value development implications and trajectories intra variable and inter variable perspectives of value the importance of the value concept in the international marketing context value developed in networks that is intrinsically associated with knowledge creation in the internationalization meanings and interpretations of value in diverse contexts that help us develop further the dimensions of the concept We trust the book will be of interest to researchers scholars and students in the fields of marketing management and international business and to people who wish to have a better understand what marketing really brings to consumers

Business Marketing: An Interaction and Network Perspective Kristian K. Möller, David T. Wilson, 1995-11-30 Changing Views of Business Marketing This book aims to provide an in depth understanding of long term busi in industrial markets During the late 1980s our view ness relationships on business marketing changed remarkably From a single transaction oriented market mechanism based description of marketing and purchas ing we are moving into domestic and international buyer seller relation ships In academic terms we are experiencing a broadening of the para digms that describe how companies interact This change in focus has its roots in the recognition that business marketing is frequently characterized by long term interaction coopera tion and coalitions between participant firms The forces of quality total cost management and the need to decrease response times in new prod uct service development all are combining to accelerate the trend to wards strategic relationships In increasingly global markets different forms of strategic alliances provide ways of joining forces in attempts to reach goals beyond any single firm s resources Also our way of seeing the corporate environment is changing In stead of the traditional view of markets or industries as constituted by independent companies operating mainly through market competition we are starting to realize that markets can be more realistically defined and described as networks of interlinked organizations The network view offers a highly promising tool for describing and analyzing the rapidly integrating global marketplace For instance strategic alliances can be seen as moves of establishing positions in a network or as ways of changing the whole network

Research Methods: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2015-01-31 Across a variety of disciplines data and statistics form the backbone of knowledge To ensure the reliability and validity of data appropriate measures must be taken in conducting studies and reporting findings Research Methods Concepts Methodologies Tools and Applications compiles chapters on key considerations in the management development and distribution of data With its focus on both fundamental concepts and advanced topics this multi volume reference work will

be a valuable addition to researchers scholars and students of science mathematics and engineering

Representing Consumers Barbara B. Stern,1998 Adopting a variety of theoretical approaches this text challenges the prevailing orthodoxies within consumer research methodology by examining representation and constructions of truth

Engaging Brands Michela Addis,2020-05-12 How can managers design and manage excellent customer experiences that will develop long term relationships with their customers This book addresses this key question and explores both the theory developed over the past 20 years and tools to create truly engaging brands Taking a broad holistic approach this book brings together current thinking on experiential marketing brand management customer engagement customer well being and happiness customer loyalty and emotions the customer journey map and big data and combines it into a practical and clear roadmap for brand managers By integrating these modern perspectives concepts research techniques and operative tools this book provides a new perspective of marketing management to design and build engaging branding Using extensive examples from a variety of industries this book offers a global perspective that will appeal to both advanced students and experienced marketing managers

A Social-Psychological Perspective on Food-Related Behavior Marta L. Axelson,David Brinberg,2012-12-06 Many of the diseases which afflict people in an affluent society like the United States seem to be related to food consumption e g adult onset diabetes mellitus hyperlipidemia and colon cancer In recent years the health related professions have become aware that their exclusive aim of disease treatment must be expanded to include health promotion Professionals in food and nutrition health education social marketing and psychology as well as others have become interested in finding ways to promote healthy behaviors such as appropriate food consumption patterns To modify food related behavior knowledge about why people eat what they eat is required Both biological and sociocultural factors determine people s consumption behavior This monograph however examines only the sociocultural determinants of individuals food related behaviors within their zone of biological indifference The sociocultural variables are divided into two major categories sociodemographic and psychological Sociodemographic variables are often called external variables and include income ethnicity age and the like Psychosocial variables are thought to reflect the individual s internal state and commonly examined variables include knowledge beliefs and attitudes

Methods in Consumer Research, Volume 1 Gaston Ares,Paula Varela,2018-01-02 Methods for Consumer Research Volume One New Approaches to Classic Methods brings together world leading experts in global consumer research who provide a fully comprehensive state of the art coverage of advances in the classical methods of consumer science The book touches on the latest developments in qualitative techniques including coverage of both focus groups and social media while also focusing on liking a fundamental principle of consumer science consumer segmentation and the influence of extrinsic product characteristics such as packaging and presentation on consumer liking In conjunction with the second volume which covers alternative approaches and special applications this book is an invaluable reference for academics working in the fields of in sensory and consumer

science psychology marketing and nutrition And with examples of the methodology being applied throughout it serves as a practical guide to research and development managers in both food and non food companies Presents a fully comprehensive coverage of the latest developments in the classical methodologies of consumer research Provides examples of successful application of the methodologies presented Includes focus groups and social media discussions Encompasses consumer segmentation with a focus on psychographics and genetics

Realist Perspectives on Management and Organisations

Stephen Ackroyd, Steve Fleetwood, 2003-09-02 Realism has been one of the most powerful new developments in philosophy and the social sciences and is now making an increasing impact in business and management studies This is the first book length treatment of critical realism in business and management It pulls together a wide range of material which is all explicitly or implicitly rooted in philosophical realism and combines theoretical writing with substantive contributions addressing issues such as the nature of the firm and the labour process which together demonstrates that realism is a powerful alternative to postmodernism and positivism

Handbook of Research Methods in Consumer Psychology Frank Kardes, Paul M. Herr, Norbert Schwarz, 2019-04-15 What impact can various research methods have on consumer psychology How can they help us understand the workings of the consumer mind And how can the field of consumer psychology best utilize these methods In the Handbook of Research Methods in Consumer Psychology leading consumer psychologists summarize key aspects of the research process and explain how different methods enrich understanding of how consumers process information to form judgments and opinions and to make consumption related decisions Kardes Herr and Schwarz provide an in depth analysis of the scientific research methods needed to understand consumption related judgments and decisions The book is split into five parts demonstrating the breadth of the volume classic approaches contemporary approaches online research methods data analysis and philosophy of science A variety of leading researchers give insight into a wide range of topics reflecting both long standing debate and more recent developments in the field to encourage discussion and the advancement of consumer research The Handbook of Research Methods in Consumer Psychology is essential reading for researchers students and professionals interested in consumer psychology and behavior

New Paths to Thick Descriptions Richard Elliott, Avi Shankar, 2005 Annotation The papers in this e book focus on data collection and whilst none can claim to be completely new all challenge our usual reliance on focus groups or depth interviews and challenge us to think more creatively of how we might get closer to the actual lived experience of consumers and consumption

Applied Communication in the 21st Century Kenneth N. Cissna, 2013-11-05 The future of the field of communication lies in the ability to produce a socially relevant scholarship without which the field is unlikely to attract the best students command significant societal resources or make its greatest contributions to the world's store of knowledge This volume presents a report of the first discipline wide nationally sponsored communication research conference in 20 years the Tampa Conference on Applied Communication As the next millennium approaches the communication field will be

challenged to take its place among the disciplines whose research makes a substantial contribution to the well being of society How the communication field should respond to that challenge was the focus of the conference and this volume Crossing all disciplinary boundaries Applied Communication in the 21st Century addresses issues of concern to all scholars in the communication field regardless of their various subareas and includes the recommendation of the conferees concerning issues and responsibilities of the field research priorities and graduate education *Marketing Theory: Philosophy of Science Perspectives* Ronald F. Bush,Shelby D. Hunt,2011-10-15 **Brand Management** Tilde Heding,Charlotte F. Knudtzen,Mogens Bjerre,2015-12-03 For more than three decades it has been argued that the brand is an important value creator and should be a top management priority However the definition of what a brand is remains elusive BRAND MANAGEMENT RESEARCH THEORY AND PRACTICE fills a gap in the market providing an understanding of different schools of thought in brand management and offers deep insight into the opening question of the opening question of almost every brand management course What is a brand This comprehensive second edition offers an exhaustive scientific analysis of various approaches to brand management developed over the past thirty years It also delivers a thorough understanding of the strategic and managerial implications of different brand perspectives Perspective Of The Marketing An Inter Disciplinary Approach Rakesh Ahlawat & Dr.Shiv Jaggarwal ,2023-05-24 Marketing in interdisciplinary approach is wide in range and scope and having the understanding in this regard will definitely improve the marketing strategies by the organizations marketing aspects and concepts has changed in different fields like in airline tourism hospitality and general marketing in recent years after covid this book will try to address various current and futuristic trends in perspective of the marketing an interdisciplinary approach like tourism related social media marketing online shopping and marketing marketing of tourism services in india wellness tourism and many more we are pleased to place this book before the academicians researchers and industry practitioners with a hope that the readers will enjoy reading this book **Consumer Culture Theory** Domen Bajde,Dannie Kjeldgaard,Russell W. Belk,2019-04-10 The twentieth volume of Research in Consumer Behavior presents twelve chapters selected from the best papers submitted at the 13th annual Consumer Culture Theory Conference 2018 The book explores three narrative lines that were prevalent during the conference Objects and their doings Globalization and Constituting Markets

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