

# mmm4320 Marketing Theory

Marketing Theory

[View Online](#)



Alternative scales for measuring service quality: A comparative assessment based on psychometric and diagnostic criteria. (n.d.).

<http://www.sciencedirect.com/science/article/pii/0022435994900337>

Anderson, J. C., Thomson, J. B. L., & Wynstra, F. (2000). Combining value and price to make purchase decisions in business markets. *International Journal of Research in Marketing*, 17(4), 307–329. [https://doi.org/10.1016/S0167-8116\(00\)00029-X](https://doi.org/10.1016/S0167-8116(00)00029-X)

Bernard Trustrum, L. (1989). Marketing: Concept and Function. *European Journal of Marketing*, 23(3), 48–56. <https://doi.org/10.1108/EUM00000000000560>

Blair H. Sheppard, Jon Hartwick and Paul R. Warshaw. (1988). The Theory of Reasoned Action: A Meta-Analysis of Past Research with Recommendations for Modifications and Future Research. *Journal of Consumer Research*, 15(3), 325–343.

[http://www.jstor.org/stable/2489467?seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/2489467?seq=1#page_scan_tab_contents)

Brownlie, D., & Saren, M. (1992). The Four Ps of the Marketing Concept: Prescriptive, Polemical, Permanent and Problematical. *European Journal of Marketing*, 26(4), 34–47. <https://doi.org/10.1108/03090569210012408>

Burton, D. (2001a). Critical marketing theory: the blueprint? *European Journal of Marketing*, 35(5/6), 722–743. <https://doi.org/10.1108/03090560110388187>

Burton, D. (2001b). Critical marketing theory: the blueprint? *European Journal of Marketing*, 35(5/6), 722–743. <https://doi.org/10.1108/03090560110388187>

Business marketing: understand what customers value. - PubMed - NCBI. (n.d.). <http://www.ncbi.nlm.nih.gov/pubmed/10187246>

Buttle, F. (1996). SERVQUAL: review, critique, research agenda. *European Journal of Marketing*, 30(1), 8–32. <https://doi.org/10.1108/03090569610105762>

Cahill, D. J. (1997). Target marketing and segmentation: valid and useful tools for marketing. *Management Decision*, 35(1), 10–13. <https://doi.org/10.1108/00251749710160133>

Catterall, M., Maclaran, P., & Stevens, L. (1999). Critical marketing in the classroom: possibilities and challenges. *Marketing Intelligence & Planning*, 17(7), 344–353. <https://doi.org/10.1108/02634509910301205>

Cherrier, H., & Murray, J. B. (2004). The Sociology of Consumption: The Hidden Facet of

Marketing. Journal of Marketing Management, 20(5-6), 509-525.  
<https://doi.org/10.1362/0267257041323954>

Constantinides, E. (2006). The Marketing Mix Revisited: Towards the 21st Century Marketing. Journal of Marketing Management, 22(3-4), 407-438.  
<https://doi.org/10.1362/026725706776861190>

Cova, B., & Cova, V. (2014). CCT applied research and the limits of consumersâ€œ heroicisation. Journal of Marketing Management, 30(11-12), 1086-1100.  
<https://doi.org/10.1080/0267257X.2014.929165>

Dan Horsky and Subrata K. Sen. (1980). Interfaces Between Marketing and Economics: An Overview. The Journal of Business, 53(3). <http://www.jstor.org/stable/2352204>

Daniel Kahneman. (2003). Maps of Bounded Rationality: Psychology for Behavioral Economics. The American Economic Review, 93(5), 1449-1475.  
[http://www.jstor.org/stable/3132137?seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/3132137?seq=1#page_scan_tab_contents)

Donald E. Vinson, Jerome E. Scott and Lawrence M. Lamont. (1977). The Role of Personal Values in Marketing and Consumer Behavior. Journal of Marketing, 41(2), 44-50.  
[http://www.jstor.org/stable/1250633?seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/1250633?seq=1#page_scan_tab_contents)

Edwards, K. D. (1996). Prospect theory: A literature review. International Review of Financial Analysis, 5(1), 19-38. [https://doi.org/10.1016/S1057-5219\(96\)90004-6](https://doi.org/10.1016/S1057-5219(96)90004-6)

El-Bassiouny, N. (2015). Where is "Islamic marketing" heading? Journal of Business Research. <https://doi.org/10.1016/j.jbusres.2015.05.012>

Eric J. Arnould and Craig J. Thompson     Eric J. Arnould     Craig J. Thompson \* [Dawn Iacobucci served as editor for this article.]. (2005). Consumer Culture Theory (CCT): Twenty Years of Research. Journal of Consumer Research, 31(4), 868-882.  
[http://www.jstor.org/stable/10.1086/426626?origin=JSTOR-pdf#full\\_text\\_tab\\_contents](http://www.jstor.org/stable/10.1086/426626?origin=JSTOR-pdf#full_text_tab_contents)

Franklin S. Houston. (1986). The Marketing Concept: What It Is and What It Is Not. Journal of Marketing, 50(2), 81-87. <http://www.jstor.org/stable/1251602?origin=JSTOR-pdf>

Grönroos, C. (1989). Defining Marketing: A Marketâ€œOriented Approach. European Journal of Marketing, 23(1), 52-60. <https://doi.org/10.1108/EUM0000000000541>

Hollander, S. C. (2005). Periodization in Marketing History. Journal of Macromarketing, 25 (1), 32-41. <https://doi.org/10.1177/0276146705274982>

Hooley, G. J., Lynch, J. E., & Shepherd, J. (1990). The Marketing Concept: Putting the Theory into Practice. European Journal of Marketing, 24(9), 7-24.  
<https://doi.org/10.1108/03090569010001637>

Hubbard, R. (2005). Examining the influence of articles involving marketing history, thought, and theory: A Journal of Marketing citation analysis, 1950s-1990s. Marketing Theory, 5(3), 323-336. <https://doi.org/10.1177/1470593105054901>

Hunt, S. D. (1983). Marketing theory: the philosophy of marketing science: Vol. Irwin series in marketing. R.D. Irwin.

Hunt, S. D. (2011). On the intersection of marketing history and marketing theory. *Marketing Theory*, 11(4), 483–489. <https://doi.org/10.1177/1470593111418802>

Issues and New Directions in Global Consumer Psychology. (n.d.). <https://business.illinois.edu/shavitt/pdf%20files/maheswaran%20and%20shavitt%20JCP%202000.pdf>

J. Joseph Cronin, Jr. and Steven A. Taylor. (1994). SERVPERF versus SERVQUAL: Reconciling Performance-Based and Perceptions-Minus-Expectations Measurement of Service Quality. *Journal of Marketing*, 58(1), 125–131. [http://www.jstor.org/stable/1252256?origin=JSTOR-pdf&seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/1252256?origin=JSTOR-pdf&seq=1#page_scan_tab_contents)

John H. Freeman and Pino G. Audia. (2006). Community Ecology and the Sociology of Organizations. *Annual Review of Sociology*, 32, 145–169. [http://www.jstor.org/stable/29737735?seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/29737735?seq=1#page_scan_tab_contents)

Karababa, E., & Kjeldgaard, D. (2014). Value in marketing: Toward sociocultural perspectives. *Marketing Theory*, 14(1), 119–127. <https://doi.org/10.1177/1470593113500385>

L. L. Thurstone. (1928). Attitudes Can Be Measured. *American Journal of Sociology*, 33(4), 529–554. [http://www.jstor.org/stable/2765691?seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/2765691?seq=1#page_scan_tab_contents)

Loken, B. (2006). Consumer Psychology: Categorization, Inferences, Affect, and Persuasion. *Annual Review of Psychology*, 57(1), 453–485. <https://doi.org/10.1146/annurev.psych.57.102904.190136>

Maclaran, P. (2009). *The SAGE handbook of marketing theory*. SAGE.

Marketing History: Illuminating Marketing's Clandestine Subdiscipline - ProQuest. (1998). <http://search.proquest.com/openview/1636114524f2da2e80cb8201cbe6cb93/1?pq-origsite=gscholar>

Marketing Theory | SAGE Publications Ltd. (n.d.). <https://uk.sagepub.com/en-gb/eur/marketing-theory/book234411>

Meyer, J., Gremler, D. D., & Hogreve, J. (2014). Do Service Guarantees Guarantee Greater Market Value? *Journal of Service Research*, 17(2), 150–163. <https://doi.org/10.1177/1094670513505359>

Michael L. Rothschild and William C. Gaidis. (1981). Behavioral Learning Theory: Its Relevance to Marketing and Promotions. *Journal of Marketing*, 45(2), 70–78. [http://www.jstor.org/stable/1251666?seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/1251666?seq=1#page_scan_tab_contents)

Mullainathan, Sendhil. (2000). Behavioral Economics. <http://www.nber.org/papers/w7948>

N. Craig Smith and Elizabeth Cooper-Martin. (1997a). Ethics and Target Marketing: The Role of Product Harm and Consumer Vulnerability. *Journal of Marketing*, 61(3), 1–20. [http://www.jstor.org/stable/1251786?seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/1251786?seq=1#page_scan_tab_contents)

N. Craig Smith and Elizabeth Cooper-Martin. (1997b). Ethics and Target Marketing: The Role of Product Harm and Consumer Vulnerability. *Journal of Marketing*, 61(3), 1–20.

[http://www.jstor.org/stable/1251786?seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/1251786?seq=1#page_scan_tab_contents)

Rafiq, M., & Ahmed, P. K. (1995). Using the 7Ps as a generic marketing mix. *Marketing Intelligence & Planning*, 13(9), 4–15. <https://doi.org/10.1108/02634509510097793>

Ravald, A., & GrÃ¶nroos, C. (1996). The value concept and relationship marketing. *European Journal of Marketing*, 30(2), 19–30. <https://doi.org/10.1108/03090569610106626>

Refinement and Reassessment of the SERVQUAL Scale. (n.d.).

<http://search.proquest.com/openview/20ce41a3232b328c782d08cf26648612/1?pq-origsite=gscholar>

Richard P. Coleman. (1983). The Continuing Significance of Social Class to Marketing. *Journal of Consumer Research*, 10(3), 265–280.

[http://www.jstor.org/stable/2488799?origin=JSTOR-pdf&seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/2488799?origin=JSTOR-pdf&seq=1#page_scan_tab_contents)

Robert J. Keith. (1960a). The Marketing Revolution. *Journal of Marketing*, 24(3), 35–38.

[http://www.jstor.org/stable/1248704?origin=JSTOR-pdf&seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/1248704?origin=JSTOR-pdf&seq=1#page_scan_tab_contents)

Robert J. Keith. (1960b). The Marketing Revolution. *Journal of Marketing*, 24(3), 35–38.

[http://www.jstor.org/stable/1248704?origin=JSTOR-pdf&seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/1248704?origin=JSTOR-pdf&seq=1#page_scan_tab_contents)

Sandıkçı, Ö. (2011). Researching Islamic marketing: past and future perspectives. *Journal of Islamic Marketing*, 2(3), 246–258. <https://doi.org/10.1108/17590831111164778>

Shaw, E. H. (2005). A history of schools of marketing thought. *Marketing Theory*, 5(3), 239–281. <https://doi.org/10.1177/1470593105054898>

Sheth, J. N., Gardner, D. M., & Garrett, D. E. (1988). *Marketing theory: evolution and evaluation*. Wiley.

Small Business Usage of Target Marketing - ProQuest. (1991).

<http://search.proquest.com/openview/231d0fd9d5d68d7805e0b468e69316d0/1?pq-origsite=gscholar>

Steve LaValle, Eric Lesser, Rebecca Shockley, Michael S. Hopkins and Nina Kruschwitz.

(2011). Big Data, Analytics and the Path From Insights to Value. Winter 2011.

<http://sloanreview.mit.edu/article/big-data-analytics-and-the-path-from-insights-to-value/>

Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220.

[https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)

The rediscovery of the marketing concept. (n.d.).

<http://www.sciencedirect.com/science/article/pii/0007681388900067>

The theory of planned behaviour: Self-identity, social identity and group norms - ProQuest. (1999). 225–244.

<http://search.proquest.com/openview/6bdb770b8a24ee11df466f83e79bc833/1?pq-origsite=gscholar>

Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: continuing the evolution. Journal of the Academy of Marketing Science, 36(1), 1–10.  
<https://doi.org/10.1007/s11747-007-0069-6>

Walter van Waterschoot and Christophe van den Bulte. (1992). The 4P Classification of the Marketing Mix Revisited. Journal of Marketing, 56(4), 83–93.  
[http://www.jstor.org/stable/1251988?seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/1251988?seq=1#page_scan_tab_contents)

Wroe Alderson. (1952). Psychology for Marketing and Economics. Journal of Marketing, 17(2), 119–135. [http://www.jstor.org/stable/1248039?seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/1248039?seq=1#page_scan_tab_contents)

Yoram Wind. (1978a). Issues and Advances in Segmentation Research. Journal of Marketing Research, 15(3), 317–337.  
[http://www.jstor.org/stable/3150580?origin=JSTOR-pdf&seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/3150580?origin=JSTOR-pdf&seq=1#page_scan_tab_contents)

Yoram Wind. (1978b). Issues and Advances in Segmentation Research. Journal of Marketing Research, 15(3), 317–337.  
[http://www.jstor.org/stable/3150580?seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/3150580?seq=1#page_scan_tab_contents)