

mmm4320 Marketing Theory

Marketing Theory

[View Online](#)

1

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

2

Maclaran P. The SAGE handbook of marketing theory. Los Angeles: : SAGE 2009.

3

Sheth JN, Gardner DM, Garrett DE. Marketing theory: evolution and evaluation. New York: : Wiley 1988.

4

Hunt SD. Marketing theory: the philosophy of marketing science. Homewood, Ill: : R.D. Irwin 1983.

5

Hunt SD. On the intersection of marketing history and marketing theory. Marketing Theory 2011;**11**:483–9. doi:10.1177/1470593111418802

6

Hubbard R. Examining the influence of articles involving marketing history, thought, and theory: A Journal of Marketing citation analysis, 1950s-1990s. Marketing Theory 2005;**5**:323–36. doi:10.1177/1470593105054901

7

Hollander SC. Periodization in Marketing History. *Journal of Macromarketing* 2005;**25**:32-41. doi:10.1177/0276146705274982

8

Shaw EH. A history of schools of marketing thought. *Marketing Theory* 2005;**5**:239-81. doi:10.1177/1470593105054898

9

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

10

Richard P. Coleman. The Continuing Significance of Social Class to Marketing. *Journal of Consumer Research* 1983;**10**:265-80. http://www.jstor.org/stable/2488799?origin=JSTOR-pdf&seq=1#page_scan_tab_contents

11

Cherrier H, Murray JB. The Sociology of Consumption: The Hidden Facet of Marketing. *Journal of Marketing Management* 2004;**20**:509-25. doi:10.1362/0267257041323954

12

The theory of planned behaviour: Self-identity, social identity and group norms - ProQuest. 1999;:225-44. <http://search.proquest.com/openview/6bdb770b8a24ee11df466f83e79bc833/1?pq-origsite=gscholar>

13

John H. Freeman and Pino G. Audia. Community Ecology and the Sociology of Organizations. *Annual Review of Sociology* 2006;**32**

:145–69.http://www.jstor.org/stable/29737735?seq=1#page_scan_tab_contents

14

Loken B. Consumer Psychology: Categorization, Inferences, Affect, and Persuasion. *Annual Review of Psychology* 2006;**57**:453–85. doi:10.1146/annurev.psych.57.102904.190136

15

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

16

Michael L. Rothschild and William C. Gaidis. Behavioral Learning Theory: Its Relevance to Marketing and Promotions. *Journal of Marketing* 1981;**45**
:70–8.http://www.jstor.org/stable/1251666?seq=1#page_scan_tab_contents

17

Donald E. Vinson, Jerome E. Scott and Lawrence M. Lamont. The Role of Personal Values in Marketing and Consumer Behavior. *Journal of Marketing* 1977;**41**
:44–50.http://www.jstor.org/stable/1250633?seq=1#page_scan_tab_contents

18

Blair H. Sheppard, Jon Hartwick and Paul R. Warshaw. The Theory of Reasoned Action: A Meta-Analysis of Past Research with Recommendations for Modifications and Future Research. *Journal of Consumer Research* 1988;**15**
:325–43.http://www.jstor.org/stable/2489467?seq=1#page_scan_tab_contents

19

L. L. Thurstone. Attitudes Can Be Measured. *American Journal of Sociology* 1928;**33**
:529–54.http://www.jstor.org/stable/2765691?seq=1#page_scan_tab_contents

20

Edwards KD. Prospect theory: A literature review. International Review of Financial Analysis 1996;**5**:19–38. doi:10.1016/S1057-5219(96)90004-6

21

Wroe Alderson. Psychology for Marketing and Economics. Journal of Marketing 1952;**17**:119–35.http://www.jstor.org/stable/1248039?seq=1#page_scan_tab_contents

22

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

23

Daniel Kahneman. Maps of Bounded Rationality: Psychology for Behavioral Economics. The American Economic Review 2003;**93**:1449–75.http://www.jstor.org/stable/3132137?seq=1#page_scan_tab_contents

24

Mullainathan, Sendhil. Behavioral Economics. Published Online First: 2000.<http://www.nber.org/papers/w7948>

25

Hooley GJ, Lynch JE, Shepherd J. The Marketing Concept: Putting the Theory into Practice. European Journal of Marketing 1990;**24**:7–24. doi:10.1108/03090569010001637

26

Franklin S. Houston. The Marketing Concept: What It Is and What It Is Not. Journal of Marketing 1986;**50**:81–7.<http://www.jstor.org/stable/1251602?origin=JSTOR-pdf>

27

Robert J. Keith. The Marketing Revolution. Journal of Marketing 1960;**24**:35–8.http://www.jstor.org/stable/1248704?origin=JSTOR-pdf&seq=1#page_scan_tab_cont

ents

28

Robert J. Keith. The Marketing Revolution. *Journal of Marketing* 1960;**24**:35–8. http://www.jstor.org/stable/1248704?origin=JSTOR-pdf&seq=1#page_scan_tab_contents

29

The rediscovery of the marketing concept.
<http://www.sciencedirect.com/science/article/pii/0007681388900067>

30

Bernard Trustrum L. Marketing: Concept and Function. *European Journal of Marketing* 1989;**23**:48–56. doi:10.1108/EUM00000000000560

31

Grönroos C. Defining Marketing: A Marketâ€œOriented Approach. *European Journal of Marketing* 1989;**23**:52–60. doi:10.1108/EUM00000000000541

32

Constantinides E. The Marketing Mix Revisited: Towards the 21st Century Marketing. *Journal of Marketing Management* 2006;**22**:407–38. doi:10.1362/026725706776861190

33

Walter van Waterschoot and Christophe van den Bulte. The 4P Classification of the Marketing Mix Revisited. *Journal of Marketing* 1992;**56**:83–93. http://www.jstor.org/stable/1251988?seq=1#page_scan_tab_contents

34

Brownlie D, Saren M. The Four Ps of the Marketing Concept: Prescriptive, Polemical, Permanent and Problematical. *European Journal of Marketing* 1992;**26**:34–47. doi:10.1108/03090569210012408

35

N. Craig Smith and Elizabeth Cooper-Martin. Ethics and Target Marketing: The Role of Product Harm and Consumer Vulnerability. *Journal of Marketing* 1997;**61**:1-20.http://www.jstor.org/stable/1251786?seq=1#page_scan_tab_contents

36

Rafiq M, Ahmed PK. Using the 7Ps as a generic marketing mix. *Marketing Intelligence & Planning* 1995;**13**:4-15. doi:10.1108/02634509510097793

37

N. Craig Smith and Elizabeth Cooper-Martin. Ethics and Target Marketing: The Role of Product Harm and Consumer Vulnerability. *Journal of Marketing* 1997;**61**:1-20.http://www.jstor.org/stable/1251786?seq=1#page_scan_tab_contents

38

Yoram Wind. Issues and Advances in Segmentation Research. *Journal of Marketing Research* 1978;**15**:317-37.http://www.jstor.org/stable/3150580?origin=JSTOR-pdf&seq=1#page_scan_tab_contents

39

Cahill DJ. Target marketing and segmentation: valid and useful tools for marketing. *Management Decision* 1997;**35**:10-3. doi:10.1108/00251749710160133

40

Small Business Usage of Target Marketing - ProQuest. 1991.<http://search.proquest.com/openview/231d0fd9d5d68d7805e0b468e69316d0/1?pq-origsite=gscholar>

41

Yoram Wind. Issues and Advances in Segmentation Research. *Journal of Marketing*

Research 1978;**15**

:317–37.http://www.jstor.org/stable/3150580?seq=1#page_scan_tab_contents

42

Cova B, Cova V. CCT applied research and the limits of consumersâ€™ heroicisation. *Journal of Marketing Management* 2014;**30**:1086–100. doi:10.1080/0267257X.2014.929165

43

Eric J. Arnould and Craig J. Thompson Eric J. Arnould Craig J. Thompson * [Dawn Iacobucci served as editor for this article.]. Consumer Culture Theory (CCT): Twenty Years of Research. *Journal of Consumer Research* 2005;**31**
:868–82.http://www.jstor.org/stable/10.1086/426626?origin=JSTOR-pdf#full_text_tab_contents

44

Karababa E, Kjeldgaard D. Value in marketing: Toward sociocultural perspectives. *Marketing Theory* 2014;**14**:119–27. doi:10.1177/1470593113500385

45

Sweeney JC, Soutar GN. Consumer perceived value: The development of a multiple item scale. *Journal of Retailing* 2001;**77**:203–20. doi:10.1016/S0022-4359(01)00041-0

46

J. Joseph Cronin, Jr. and Steven A. Taylor. SERVPERF versus SERVQUAL: Reconciling Performance-Based and Perceptions-Minus-Expectations Measurement of Service Quality. *Journal of Marketing* 1994;**58**
:125–31.http://www.jstor.org/stable/1252256?origin=JSTOR-pdf&seq=1#page_scan_tab_contents

47

Buttle F. SERVQUAL: review, critique, research agenda. *European Journal of Marketing* 1996;**30**:8–32. doi:10.1108/03090569610105762

48

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

<http://www.sciencedirect.com/science/article/pii/S02723515994900337>

49

Vargo SL, Lusch RF. Service-dominant logic: continuing the evolution. *Journal of the Academy of Marketing Science* 2008;**36**:1–10. doi:10.1007/s11747-007-0069-6

50

Refinement and Reassessment of the SERVQUAL Scale.

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

51

Meyer J, Gremler DD, Hogueve J. Do Service Guarantees Guarantee Greater Market Value? *Journal of Service Research* 2014;**17**:150–63. doi:10.1177/1094670513505359

52

Ravald A, Gr  nroos C. The value concept and relationship marketing. *European Journal of Marketing* 1996;**30**:19–30. doi:10.1108/03090569610106626

53

Business marketing: understand what customers value. - PubMed - NCBI.

<http://www.ncbi.nlm.nih.gov/pubmed/10187246>

54

Anderson JC, Thomson JBL, Wynstra F. Combining value and price to make purchase decisions in business markets. *International Journal of Research in Marketing* 2000;**17**:307–29. doi:10.1016/S0167-8116(00)00029-X

55

Burton D. Critical marketing theory: the blueprint? *European Journal of Marketing* 2001;**35**:722–43. doi:10.1108/03090560110388187

56

El-Bassiouny N. Where is "Islamic marketing" heading? *Journal of Business Research* Published Online First: June 2015. doi:10.1016/j.jbusres.2015.05.012

57

Steve LaValle, Eric Lesser, Rebecca Shockley, Michael S. Hopkins and Nina Kruschwitz. Big Data, Analytics and the Path From Insights to Value. Published Online First: 2011.<http://sloanreview.mit.edu/article/big-data-analytics-and-the-path-from-insights-to-value/>

58

Burton D. Critical marketing theory: the blueprint? *European Journal of Marketing* 2001;**35**:722–43. doi:10.1108/03090560110388187

59

Catterall M, Maclaran P, Stevens L. Critical marketing in the classroom: possibilities and challenges. *Marketing Intelligence & Planning* 1999;**17**:344–53. doi:10.1108/02634509910301205

60

Sandıkçı Ö. Researching Islamic marketing: past and future perspectives. *Journal of Islamic Marketing* 2011;**2**:246–58. doi:10.1108/17590831111164778