

mmm4320 Marketing Theory

Marketing Theory

View Online



[1]

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

[2]

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

[3]

J. N. Sheth, D. M. Gardner, and D. E. Garrett, *Marketing theory: evolution and evaluation*. New York: Wiley, 1988.

[4]

S. D. Hunt, *Marketing theory: the philosophy of marketing science*, vol. Irwin series in marketing. Homewood, Ill: R.D. Irwin, 1983.

[5]

S. D. Hunt, 'On the intersection of marketing history and marketing theory', *Marketing Theory*, vol. 11, no. 4, pp. 483-489, Dec. 2011, doi: 10.1177/1470593111418802.

[6]

R. Hubbard, 'Examining the influence of articles involving marketing history, thought, and theory: A Journal of Marketing citation analysis, 1950s-1990s', *Marketing Theory*, vol. 5, no. 3, pp. 323-336, Sep. 2005, doi: 10.1177/1470593105054901.

[7]

S. C. Hollander, 'Periodization in Marketing History', *Journal of Macromarketing*, vol. 25, no. 1, pp. 32-41, Jun. 2005, doi: 10.1177/0276146705274982.

[8]

E. H. Shaw, 'A history of schools of marketing thought', *Marketing Theory*, vol. 5, no. 3, pp. 239-281, Sep. 2005, doi: 10.1177/1470593105054898.

[9]

'Marketing History: Illuminating Marketing's Clandestine Subdiscipline - ProQuest', 1998. [Online]. Available: <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*, vol. 10, no. 3, pp. 265-280, 1983 [Online]. Available: http://www.jstor.org/stable/2488799?origin=JSTOR-pdf&seq=1#page_scan_tab_contents

[11]

H. Cherrier and J. B. Murray, 'The Sociology of Consumption: The Hidden Facet of Marketing', *Journal of Marketing Management*, vol. 20, no. 5-6, pp. 509-525, Jun. 2004, doi: 10.1362/0267257041323954.

[12]

'The theory of planned behaviour: Self-identity, social identity and group norms - ProQuest', pp. 225-44, 1999 [Online]. Available: <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*, vol. 32, pp. 145–169, 2006 [Online]. Available: http://www.jstor.org/stable/29737735?seq=1#page_scan_tab_contents

[14]

B. Loken, 'Consumer Psychology: Categorization, Inferences, Affect, and Persuasion', *Annual Review of Psychology*, vol. 57, no. 1, pp. 453–485, Jan. 2006, doi: 10.1146/annurev.psych.57.102904.190136.

[15]

'Issues and New Directions in Global Consumer Psychology' [Online]. Available: <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*, vol. 45, no. 2, pp. 70–78, 1981 [Online]. Available: 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*, vol. 41, no. 2, pp. 44–50, 1977 [Online]. Available: 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*, vol. 15, no. 3, pp. 325–343, 1988 [Online]. Available: http://www.jstor.org/stable/2489467?seq=1#page_scan_tab_contents

[19]

L. L. Thurstone, 'Attitudes Can Be Measured', *American Journal of Sociology*, vol. 33, no. 4, pp. 529–554, 1928 [Online]. Available:

http://www.jstor.org/stable/2765691?seq=1#page_scan_tab_contents

[20]

K. D. Edwards, 'Prospect theory: A literature review', *International Review of Financial Analysis*, vol. 5, no. 1, pp. 19–38, Jan. 1996, doi: 10.1016/S1057-5219(96)90004-6.

[21]

Wroe Alderson, 'Psychology for Marketing and Economics', *Journal of Marketing*, vol. 17, no. 2, pp. 119–135, 1952 [Online]. Available:
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*, vol. 53, no. 3, 1980 [Online]. Available:
<http://www.jstor.org/stable/2352204>

[23]

Daniel Kahneman, 'Maps of Bounded Rationality: Psychology for Behavioral Economics', *The American Economic Review*, vol. 93, no. 5, pp. 1449–1475, 2003 [Online]. Available:
http://www.jstor.org/stable/3132137?seq=1#page_scan_tab_contents

[24]

Mullainathan, Sendhil, 'Behavioral Economics', 2000 [Online]. Available:
<http://www.nber.org/papers/w7948>

[25]

G. J. Hooley, J. E. Lynch, and J. Shepherd, 'The Marketing Concept: Putting the Theory into Practice', *European Journal of Marketing*, vol. 24, no. 9, pp. 7–24, Sep. 1990, doi: 10.1108/03090569010001637.

[26]

Franklin S. Houston, 'The Marketing Concept: What It Is and What It Is Not', *Journal of Marketing*, vol. 50, no. 2, pp. 81–87, 1986 [Online]. Available: <http://www.jstor.org/stable/1251602?origin=JSTOR-pdf>

[27]

Robert J. Keith, 'The Marketing Revolution', *Journal of Marketing*, vol. 24, no. 3, pp. 35–38, 1960 [Online]. Available: http://www.jstor.org/stable/1248704?origin=JSTOR-pdf&seq=1#page_scan_tab_contents

[28]

Robert J. Keith, 'The Marketing Revolution', *Journal of Marketing*, vol. 24, no. 3, pp. 35–38, 1960 [Online]. Available: http://www.jstor.org/stable/1248704?origin=JSTOR-pdf&seq=1#page_scan_tab_contents

[29]

'The rediscovery of the marketing concept' [Online]. Available: <http://www.sciencedirect.com/science/article/pii/0007681388900067>

[30]

L. Bernard Trustrum, 'Marketing: Concept and Function', *European Journal of Marketing*, vol. 23, no. 3, pp. 48–56, Mar. 1989, doi: 10.1108/EUM00000000000560.

[31]

C. Grönroos, 'Defining Marketing: A Market-Oriented Approach', *European Journal of Marketing*, vol. 23, no. 1, pp. 52–60, Jan. 1989, doi: 10.1108/EUM00000000000541.

[32]

E. Constantinides, 'The Marketing Mix Revisited: Towards the 21st Century Marketing', *Journal of Marketing Management*, vol. 22, no. 3–4, pp. 407–438, Apr. 2006, doi: 10.1362/026725706776861190.

[33]

Walter van Waterschoot and Christophe van den Bulte, 'The 4P Classification of the Marketing Mix Revisited', *Journal of Marketing*, vol. 56, no. 4, pp. 83-93, 1992 [Online]. Available: http://www.jstor.org/stable/1251988?seq=1#page_scan_tab_contents

[34]

D. Brownlie and M. Saren, 'The Four Ps of the Marketing Concept: Prescriptive, Polemical, Permanent and Problematical', *European Journal of Marketing*, vol. 26, no. 4, pp. 34-47, Apr. 1992, 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*, vol. 61, no. 3, pp. 1-20, 1997 [Online]. Available: http://www.jstor.org/stable/1251786?seq=1#page_scan_tab_contents

[36]

M. Rafiq and P. K. Ahmed, 'Using the 7Ps as a generic marketing mix', *Marketing Intelligence & Planning*, vol. 13, no. 9, pp. 4-15, Oct. 1995, 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*, vol. 61, no. 3, pp. 1-20, 1997 [Online]. Available: 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*, vol. 15, no. 3, pp. 317-337, 1978 [Online]. Available: http://www.jstor.org/stable/3150580?origin=JSTOR-pdf&seq=1#page_scan_tab_contents

[39]

D. J. Cahill, 'Target marketing and segmentation: valid and useful tools for marketing', *Management Decision*, vol. 35, no. 1, pp. 10–13, Feb. 1997, doi: 10.1108/00251749710160133.

[40]

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

[41]

Yoram Wind, 'Issues and Advances in Segmentation Research', *Journal of Marketing Research*, vol. 15, no. 3, pp. 317–337, 1978 [Online]. Available: http://www.jstor.org/stable/3150580?seq=1#page_scan_tab_contents

[42]

B. Cova and V. Cova, 'CCT applied research and the limits of consumers' heroicisation', *Journal of Marketing Management*, vol. 30, no. 11–12, pp. 1086–1100, Sep. 2014, 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*, vol. 31, no. 4, pp. 868–882, 2005 [Online]. Available: http://www.jstor.org/stable/10.1086/426626?origin=JSTOR-pdf#full_text_tab_contents

[44]

E. Karababa and D. Kjeldgaard, 'Value in marketing: Toward sociocultural perspectives', *Marketing Theory*, vol. 14, no. 1, pp. 119–127, Mar. 2014, doi: 10.1177/1470593113500385.

[45]

J. C. Sweeney and G. N. Soutar, 'Consumer perceived value: The development of a multiple item scale', *Journal of Retailing*, vol. 77, no. 2, pp. 203–220, Jun. 2001, 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*, vol. 58, no. 1, pp. 125–131, 1994 [Online]. Available: http://www.jstor.org/stable/1252256?origin=JSTOR-pdf&seq=1#page_scan_tab_contents

[47]

F. Buttle, 'SERVQUAL: review, critique, research agenda', *European Journal of Marketing*, vol. 30, no. 1, pp. 8–32, Jan. 1996, doi: 10.1108/03090569610105762.

[48]

'Alternative scales for measuring service quality: A comparative assessment based on psychometric and diagnostic criteria' [Online]. Available: <http://www.sciencedirect.com/science/article/pii/S027235139900337>

[49]

S. L. Vargo and R. F. Lusch, 'Service-dominant logic: continuing the evolution', *Journal of the Academy of Marketing Science*, vol. 36, no. 1, pp. 1–10, Mar. 2008, doi: 10.1007/s11747-007-0069-6.

[50]

'Refinement and Reassessment of the SERVQUAL Scale' [Online]. Available: <http://search.proquest.com/openview/20ce41a3232b328c782d08cf26648612/1?pq-origsite=gscholar>

[51]

J. Meyer, D. D. Gremler, and J. Hogueve, 'Do Service Guarantees Guarantee Greater Market Value?', *Journal of Service Research*, vol. 17, no. 2, pp. 150–163, May 2014, doi: 10.1177/1094670513505359.

[52]

A. Ravald and C. Grönroos, 'The value concept and relationship marketing', *European Journal of Marketing*, vol. 30, no. 2, pp. 19–30, Feb. 1996, doi: 10.1108/03090569610106626.

[53]

'Business marketing: understand what customers value. - PubMed - NCBI' [Online]. Available: <http://www.ncbi.nlm.nih.gov/pubmed/10187246>

[54]

J. C. Anderson, J. B. L. Thomson, and F. Wynstra, 'Combining value and price to make purchase decisions in business markets', *International Journal of Research in Marketing*, vol. 17, no. 4, pp. 307–329, Dec. 2000, doi: 10.1016/S0167-8116(00)00029-X.

[55]

D. Burton, 'Critical marketing theory: the blueprint?', *European Journal of Marketing*, vol. 35, no. 5/6, pp. 722–743, Jun. 2001, doi: 10.1108/03090560110388187.

[56]

N. El-Bassiouny, 'Where is "Islamic marketing" heading?', *Journal of Business Research*, Jun. 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', no. Winter 2011, 2011 [Online]. Available: <http://sloanreview.mit.edu/article/big-data-analytics-and-the-path-from-insights-to-value/>

[58]

D. Burton, 'Critical marketing theory: the blueprint?', *European Journal of Marketing*, vol. 35, no. 5/6, pp. 722–743, Jun. 2001, doi: 10.1108/03090560110388187.

[59]

M. Catterall, P. Maclaran, and L. Stevens, 'Critical marketing in the classroom: possibilities and challenges', *Marketing Intelligence & Planning*, vol. 17, no. 7, pp. 344–353, Dec. 1999, doi: 10.1108/02634509910301205.

[60]

Ö. Sandıkçı, 'Researching Islamic marketing: past and future perspectives', *Journal of Islamic Marketing*, vol. 2, no. 3, pp. 246–258, Sep. 2011, doi: 10.1108/17590831111164778.