

mmm4320 Marketing Theory

Marketing Theory

[View Online](#)

'Alternative Scales for Measuring Service Quality: A Comparative Assessment Based on Psychometric and Diagnostic Criteria'. n. pag. Web.

<<http://www.sciencedirect.com/science/article/pii/S0022435994900337>>.

Anderson, James C, James B.L Thomson, and Finn Wynstra. 'Combining Value and Price to Make Purchase Decisions in Business Markets'. *International Journal of Research in Marketing* 17.4 (2000): 307-329. Web.

Bernard Trustrum, Leslie. 'Marketing: Concept and Function'. *European Journal of Marketing* 23.3 (1989): 48-56. Web.

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* 15.3 (1988): 325-343. Web.

<http://www.jstor.org/stable/2489467?seq=1#page_scan_tab_contents>.

Brownlie, Douglas, and Michael Saren. 'The Four Ps of the Marketing Concept: Prescriptive, Polemical, Permanent and Problematical'. *European Journal of Marketing* 26.4 (1992): 34-47. Web.

Burton, Dawn. 'Critical Marketing Theory: The Blueprint?' *European Journal of Marketing* 35.5/6 (2001): 722-743. Web.

---. 'Critical Marketing Theory: The Blueprint?' *European Journal of Marketing* 35.5/6 (2001): 722-743. Web.

'Business Marketing: Understand What Customers Value. - PubMed - NCBI'. n. pag. Web. <<http://www.ncbi.nlm.nih.gov/pubmed/10187246>>.

Buttle, Francis. 'SERVQUAL: Review, Critique, Research Agenda'. *European Journal of Marketing* 30.1 (1996): 8-32. Web.

Cahill, Dennis J. 'Target Marketing and Segmentation: Valid and Useful Tools for Marketing'. *Management Decision* 35.1 (1997): 10-13. Web.

Catterall, Miriam, Pauline Maclaran, and Lorna Stevens. 'Critical Marketing in the Classroom: Possibilities and Challenges'. *Marketing Intelligence & Planning* 17.7 (1999): 344-353. Web.

Cherrier, Hélène, and Jeff B. Murray. 'The Sociology of Consumption: The Hidden Facet of Marketing'. *Journal of Marketing Management* 20.5-6 (2004): 509-525. Web.

Constantinides, E. 'The Marketing Mix Revisited: Towards the 21st Century Marketing'. *Journal of Marketing Management* 22.3-4 (2006): 407-438. Web.

Cova, Bernard, and V ronique Cova. 'CCT Applied Research and the Limits of Consumers  Heroicisation'. *Journal of Marketing Management* 30.11-12 (2014): 1086-1100. Web.

Dan Horsky and Subrata K. Sen. 'Interfaces Between Marketing and Economics: An Overview'. *The Journal of Business* 53.3 (1980): n. pag. Web.
<<http://www.jstor.org/stable/2352204>>.

Daniel Kahneman. 'Maps of Bounded Rationality: Psychology for Behavioral Economics'. *The American Economic Review* 93.5 (2003): 1449-1475. Web.
<http://www.jstor.org/stable/3132137?seq=1#page_scan_tab_contents>.

Donald E. Vinson, Jerome E. Scott and Lawrence M. Lamont. 'The Role of Personal Values in Marketing and Consumer Behavior'. *Journal of Marketing* 41.2 (1977): 44-50. Web.
<http://www.jstor.org/stable/1250633?seq=1#page_scan_tab_contents>.

Edwards, Kimberley D. 'Prospect Theory: A Literature Review'. *International Review of Financial Analysis* 5.1 (1996): 19-38. Web.

El-Bassiouny, Noha. 'Where Is "Islamic Marketing" Heading?' *Journal of Business Research* (2015): n. pag. Web.

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* 31.4 (2005): 868-882. Web.
<http://www.jstor.org/stable/10.1086/426626?origin=JSTOR-pdf#full_text_tab_contents>.

Franklin S. Houston. 'The Marketing Concept: What It Is and What It Is Not'. *Journal of Marketing* 50.2 (1986): 81-87. Web.
<<http://www.jstor.org/stable/1251602?origin=JSTOR-pdf>>.

Gr nroos, Christian. 'Defining Marketing: A Market Oriented Approach'. *European Journal of Marketing* 23.1 (1989): 52-60. Web.

Hollander, S. C. 'Periodization in Marketing History'. *Journal of Macromarketing* 25.1 (2005): 32-41. Web.

Hooley, Graham J., James E. Lynch, and Jenny Shepherd. 'The Marketing Concept: Putting the Theory into Practice'. *European Journal of Marketing* 24.9 (1990): 7-24. Web.

Hubbard, R. 'Examining the Influence of Articles Involving Marketing History, Thought, and Theory: A Journal of Marketing Citation Analysis, 1950s-1990s'. *Marketing Theory* 5.3 (2005): 323-336. Web.

Hunt, S. D. 'On the Intersection of Marketing History and Marketing Theory'. *Marketing Theory* 11.4 (2011): 483-489. Web.

Hunt, Shelby D. *Marketing Theory: The Philosophy of Marketing Science*. Irwin series in

marketing. Homewood, Ill: R.D. Irwin, 1983. Print.

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

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* 58.1 (1994): 125-131. Web.
<http://www.jstor.org/stable/1252256?origin=JSTOR-pdf&seq=1#page_scan_tab_contents>.

John H. Freeman and Pino G. Audia. 'Community Ecology and the Sociology of Organizations'. *Annual Review of Sociology* 32 (2006): 145-169. Web.
<http://www.jstor.org/stable/29737735?seq=1#page_scan_tab_contents>.

Karababa, E., and D. Kjeldgaard. 'Value in Marketing: Toward Sociocultural Perspectives'. *Marketing Theory* 14.1 (2014): 119-127. Web.

L. L. Thurstone. 'Attitudes Can Be Measured'. *American Journal of Sociology* 33.4 (1928): 529-554. Web. <http://www.jstor.org/stable/2765691?seq=1#page_scan_tab_contents>.
Loken, Barbara. 'Consumer Psychology: Categorization, Inferences, Affect, and Persuasion'. *Annual Review of Psychology* 57.1 (2006): 453-485. Web.

Maclaran, Pauline. *The SAGE Handbook of Marketing Theory*. Los Angeles: SAGE, 2009. Print.

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

'Marketing Theory | SAGE Publications Ltd'. N.p., n.d. Web.
<<https://uk.sagepub.com/en-gb/eur/marketing-theory/book234411>>.

Meyer, J., D. D. Gremler, and J. Hogueve. 'Do Service Guarantees Guarantee Greater Market Value?' *Journal of Service Research* 17.2 (2014): 150-163. Web.

Michael L. Rothschild and William C. Gaidis. 'Behavioral Learning Theory: Its Relevance to Marketing and Promotions'. *Journal of Marketing* 45.2 (1981): 70-78. Web.
<http://www.jstor.org/stable/1251666?seq=1#page_scan_tab_contents>.

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

N. Craig Smith and Elizabeth Cooper-Martin. 'Ethics and Target Marketing: The Role of Product Harm and Consumer Vulnerability'. *Journal of Marketing* 61.3 (1997): 1-20. Web.
<http://www.jstor.org/stable/1251786?seq=1#page_scan_tab_contents>.

---. 'Ethics and Target Marketing: The Role of Product Harm and Consumer Vulnerability'. *Journal of Marketing* 61.3 (1997): 1-20. Web.
<http://www.jstor.org/stable/1251786?seq=1#page_scan_tab_contents>.

Rafiq, Mohammed, and Pervaiz K. Ahmed. 'Using the 7Ps as a Generic Marketing Mix'. *Marketing Intelligence & Planning* 13.9 (1995): 4-15. Web.

Ravald, Annika, and Christian Gr  nroos. 'The Value Concept and Relationship Marketing'. *European Journal of Marketing* 30.2 (1996): 19-30. Web.

'Refinement and Reassessment of the SERVQUAL Scale'. n. pag. Web.
<<http://search.proquest.com/openview/20ce41a3232b328c782d08cf26648612/1?pq-origsite=gscholar>>.

Richard P. Coleman. 'The Continuing Significance of Social Class to Marketing'. *Journal of Consumer Research* 10.3 (1983): 265-280. Web.
<http://www.jstor.org/stable/2488799?origin=JSTOR-pdf&seq=1#page_scan_tab_contents>.

Robert J. Keith. 'The Marketing Revolution'. *Journal of Marketing* 24.3 (1960): 35-38. Web.
<http://www.jstor.org/stable/1248704?origin=JSTOR-pdf&seq=1#page_scan_tab_contents>.

---. 'The Marketing Revolution'. *Journal of Marketing* 24.3 (1960): 35-38. Web.
<http://www.jstor.org/stable/1248704?origin=JSTOR-pdf&seq=1#page_scan_tab_contents>.

Sandıkçı,   zlem. 'Researching Islamic Marketing: Past and Future Perspectives'. *Journal of Islamic Marketing* 2.3 (2011): 246-258. Web.

Shaw, E. H. 'A History of Schools of Marketing Thought'. *Marketing Theory* 5.3 (2005): 239-281. Web.

Sheth, Jagdish N., David Morgan Gardner, and Dennis E. Garrett. *Marketing Theory: Evolution and Evaluation*. New York: Wiley, 1988. Print.

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

Steve LaValle, Eric Lesser, Rebecca Shockley, Michael S. Hopkins and Nina Kruschwitz. 'Big Data, Analytics and the Path From Insights to Value'. *Winter 2011* (2011): n. pag. Web.
<<http://sloanreview.mit.edu/article/big-data-analytics-and-the-path-from-insights-to-value/>>.

Sweeney, Jillian C, and Geoffrey N Soutar. 'Consumer Perceived Value: The Development of a Multiple Item Scale'. *Journal of Retailing* 77.2 (2001): 203-220. Web.

'The Rediscovery of the Marketing Concept'. n. pag. Web.
<<http://www.sciencedirect.com/science/article/pii/S0007681388900067>>.

'The Theory of Planned Behaviour: Self-Identity, Social Identity and Group Norms - ProQuest'. (1999): 225-44. Web.
<<http://search.proquest.com/openview/6bdb770b8a24ee11df466f83e79bc833/1?pq-origsite=gscholar>>.

Vargo, Stephen L., and Robert F. Lusch. 'Service-Dominant Logic: Continuing the Evolution'. *Journal of the Academy of Marketing Science* 36.1 (2008): 1-10. Web.

Walter van Waterschoot and Christophe van den Bulte. 'The 4P Classification of the Marketing Mix Revisited'. *Journal of Marketing* 56.4 (1992): 83-93. Web.
<http://www.jstor.org/stable/1251988?seq=1#page_scan_tab_contents>.

Wroe Alderson. 'Psychology for Marketing and Economics'. *Journal of Marketing* 17.2 (1952): 119-135. Web.
<http://www.jstor.org/stable/1248039?seq=1#page_scan_tab_contents>.

Yoram Wind. 'Issues and Advances in Segmentation Research'. *Journal of Marketing Research* 15.3 (1978): 317-337. Web.
<http://www.jstor.org/stable/3150580?origin=JSTOR-pdf&seq=1#page_scan_tab_contents>.

---. 'Issues and Advances in Segmentation Research'. *Journal of Marketing Research* 15.3 (1978): 317-337. Web.
<http://www.jstor.org/stable/3150580?seq=1#page_scan_tab_contents>.