

mmm4320 Marketing Theory

Marketing Theory

[View Online](#)



1.

Marketing Theory | SAGE Publications Ltd [Internet]. Available from:
<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 Dec 1;11(4):483–489.

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 Sep 1;5(3):323–336.

7.

Hollander SC. Periodization in Marketing History. *Journal of Macromarketing*. 2005 Jun;25(1):32–41.

8.

Shaw EH. A history of schools of marketing thought. *Marketing Theory*. 2005 Sep;5(3):239–281.

9.

Marketing History: Illuminating Marketing's Clandestine Subdiscipline - ProQuest [Internet]. 1998. Available from:
<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* [Internet]. 1983;10(3):265–280. Available from:
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 Jun;20(5-6):509–525.

12.

The theory of planned behaviour: Self-identity, social identity and group norms - ProQuest. 1999;225–44. Available from:
<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* [Internet]. 2006;32:145–169. Available from: 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 Jan;57(1):453–485.

15.

Issues and New Directions in Global Consumer Psychology. Available from: <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* [Internet]. 1981;45(2):70–78. Available from: 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* [Internet]. 1977;41(2):44–50. Available from: 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* [Internet]. 1988;15(3):325–343. Available from: http://www.jstor.org/stable/2489467?seq=1#page_scan_tab_contents

19.

L. L. Thurstone. Attitudes Can Be Measured. *American Journal of Sociology* [Internet]. 1928;33(4):529–554. Available from: 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 Jan;5(1):19-38.

21.

Wroe Alderson. Psychology for Marketing and Economics. Journal of Marketing [Internet]. 1952;17(2):119-135. Available from:
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 [Internet]. 1980;53(3). Available from:
<http://www.jstor.org/stable/2352204>

23.

Daniel Kahneman. Maps of Bounded Rationality: Psychology for Behavioral Economics. The American Economic Review [Internet]. 2003;93(5):1449-1475. Available from:
http://www.jstor.org/stable/3132137?seq=1#page_scan_tab_contents

24.

Mullainathan, Sendhil. Behavioral Economics. 2000; Available from:
<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 Sep;24(9):7-24.

26.

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

27.

Robert J. Keith. The Marketing Revolution. *Journal of Marketing* [Internet]. 1960;24(3):35–38. Available from: 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* [Internet]. 1960;24(3):35–38. Available from: http://www.jstor.org/stable/1248704?origin=JSTOR-pdf&seq=1#page_scan_tab_contents

29.

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

30.

Bernard Trustrum L. Marketing: Concept and Function. *European Journal of Marketing*. 1989 Mar;23(3):48–56.

31.

Grönroos C. Defining Marketing: A Market-Oriented Approach. *European Journal of Marketing*. 1989 Jan;23(1):52–60.

32.

Constantinides E. The Marketing Mix Revisited: Towards the 21st Century Marketing. *Journal of Marketing Management*. 2006 Apr;22(3-4):407–438.

33.

Walter van Waterschoot and Christophe van den Bulte. The 4P Classification of the Marketing Mix Revisited. *Journal of Marketing* [Internet]. 1992;56(4):83–93. Available from:

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 Apr;26(4):34-47.

35.

N. Craig Smith and Elizabeth Cooper-Martin. Ethics and Target Marketing: The Role of Product Harm and Consumer Vulnerability. Journal of Marketing [Internet]. 1997;61(3):1-20. Available from:
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 Oct;13(9):4-15.

37.

N. Craig Smith and Elizabeth Cooper-Martin. Ethics and Target Marketing: The Role of Product Harm and Consumer Vulnerability. Journal of Marketing [Internet]. 1997;61(3):1-20. Available from:
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 [Internet]. 1978;15(3):317-337. Available from:
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 Feb;35(1):10-13.

40.

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

41.

Yoram Wind. Issues and Advances in Segmentation Research. Journal of Marketing Research [Internet]. 1978;15(3):317–337. Available from:
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 Sep;30(11–12):1086–1100.

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 [Internet]. 2005;31(4):868–882. Available from:
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 Mar 1;14(1):119–127.

45.

Sweeney JC, Soutar GN. Consumer perceived value: The development of a multiple item scale. Journal of Retailing. 2001 Jun;77(2):203–220.

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 [Internet]. 1994;58(1):125–131. Available from:

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 Jan;30(1):8-32.

48.

Alternative scales for measuring service quality: A comparative assessment based on psychometric and diagnostic criteria. Available from:
<http://www.sciencedirect.com/science/article/pii/0022435994900337>

49.

Vargo SL, Lusch RF. Service-dominant logic: continuing the evolution. Journal of the Academy of Marketing Science. 2008 Mar;36(1):1-10.

50.

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

51.

Meyer J, Gremler DD, Hogreve J. Do Service Guarantees Guarantee Greater Market Value? Journal of Service Research. 2014 May 1;17(2):150-163.

52.

Ravald A, Grönroos C. The value concept and relationship marketing. European Journal of Marketing. 1996 Feb;30(2):19-30.

53.

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

<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 Dec;17(4):307–329.

55.

Burton D. Critical marketing theory: the blueprint? European Journal of Marketing. 2001 Jun;35(5/6):722–743.

56.

El-Bassiouny N. Where is "Islamic marketing" heading? Journal of Business Research. 2015 Jun;

57.

Steve LaValle, Eric Lesser, Rebecca Shockley, Michael S. Hopkins and Nina Kruschwitz. Big Data, Analytics and the Path From Insights to Value. 2011;(Winter 2011). Available from: <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 Jun;35(5/6):722–743.

59.

Catterall M, Maclaran P, Stevens L. Critical marketing in the classroom: possibilities and challenges. Marketing Intelligence & Planning. 1999 Dec;17(7):344–353.

60.

Sandıkçı Ö. Researching Islamic marketing: past and future perspectives. Journal of Islamic

Marketing. 2011 Sep 20;2(3):246–258.