



CONSUMER STUDIES

REVISION BOOKLET

2024 TERM 3

Grade 10

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Consumer Studies Exemplar 2014

Gaston Ares, Paula Varela



Consumer Studies Exemplar 2014:

Interdiscursive Readings in Cultural Consumer Research George Rossolatos, 2018-10-01 The cultural consumption research landscape of the 21st century is marked by an increasing cross disciplinary fermentation At the same time cultural theory and analysis have been marked by successive inter turns most notably with regard to the Big Four multimodality or intermodality interdiscursivity transmediality or intermediality and intertextuality This book offers an outline of interdiscursivity as an integrative platform for accommodating these notions To this end a call for a return to Foucault is issued via a critical engagement with the so called practice turn This re turn does not seek to reconstitute venerably Foucauldianism but to theorize inters as vanishing points that challenge the integrity of discrete cultural orders in non convergent manners The propounded interdiscursivity approach is offered as a reading strategy that permeates the contemporary cultural consumption phenomena that are scrutinized in this book against a pan consumptivist framework By drawing on qualitative and mixed methods research designs facilitated by CAQDAS software the empirical studies that are hosted here span a vivid array of topics that are directly relevant to both traditional and new media researchers such as the consumption of ideologies in Web 2 0 social movements the ability of micro celebrities to act as cultural game changers the post loyalty abjective consumption ethos The theoretically novel approaches on offer are coupled with methodological innovations in areas such as user generated content artists branding and experiential consumption *Qualitative Research Methods in Consumer Psychology* Paul Hackett, 2015-08-20 While consumer research is founded on traditional quantitative approaches the insight produced through qualitative research methods within consumer settings has not gone unnoticed The culturally situated consumer who is in intimate dialogue with their physical virtual and social surroundings has become integral to understanding the psychology behind consumer choices This volume presents readers with theoretical and applied approaches to using qualitative research methods in ethnographic studies looking at consumer behavior It brings together an international group of leading scholars in the field of consumer research with educational and professional backgrounds in marketing advertising business education therapy and health Researchers teaching faculty and students in the field of consumer and social psychology will benefit from the applied examples of qualitative and ethnographic consumer research this volume presents Sexuality in Marketing and Consumption Athanasia Daskalopoulou, Daniela Pirani, Jacob Ostberg, 2024-08-09 This volume provides an in depth examination of the role of sexuality in consumers life course and in the marketing of products and services Leading scholars in the field define the most up to date picture of theories of sexuality in marketing and consumer research mapping the topic through diverse theoretical lenses addressing queer and feminist research and putting sexuality and consumption in context The book brings together leading international marketing scholars to build on the growing interest in theories of sexuality queer theory and intersectionality which are gaining more interest among institutions and researchers interested in equality and diversity While this book builds on existing expertise in

consumer culture scholarship it is the first time a marketing book focuses on sexuality adding value to the existing repertoire in gender and feminist literature The chapters are organised into three key sections Part 1 maps the marketing and consumer research field discussing how sexuality can be studied through different lenses Part 2 focuses on queer and feminist theorising drawing on LGBTQIA theory queer theory and theories of intersectionality to analyse how overlapping social categories interact to influence consumer behaviour identity and experiences in the marketplace and Part 3 explores the personal and social aspects of sexuality offering a broad overview of issues of gender and sexuality digitalisation and the sexual body This text will be of direct interest to scholars and researchers within the fields of marketing consumer research sociology and media studies The aim of this book is to help scholars and students to develop a broader understanding about the interplay between sexuality society and the market

Handbook of Qualitative Research Methods in Marketing Russell W. Belk, Cele Otnes, 2024-09-06 This fully revised second edition of a best selling Handbook is an essential resource for qualitative researchers and practitioners in marketing Developments in artificial intelligence and software have contributed to huge changes in qualitative methodologies since the first edition was published in 2006 and this updated Handbook acknowledges and critiques these fascinating scholarly advancements This title contains one or more Open Access chapters

Methods in Consumer Research, Volume 1 Gaston Ares, Paula Varela, 2018-01-02 Methods for Consumer Research Volume One New Approaches to Classic Methods brings together world leading experts in global consumer research who provide a fully comprehensive state of the art coverage of advances in the classical methods of consumer science The book touches on the latest developments in qualitative techniques including coverage of both focus groups and social media while also focusing on liking a fundamental principle of consumer science consumer segmentation and the influence of extrinsic product characteristics such as packaging and presentation on consumer liking In conjunction with the second volume which covers alternative approaches and special applications this book is an invaluable reference for academics working in the fields of sensory and consumer science psychology marketing and nutrition And with examples of the methodology being applied throughout it serves as a practical guide to research and development managers in both food and non food companies Presents a fully comprehensive coverage of the latest developments in the classical methodologies of consumer research Provides examples of successful application of the methodologies presented Includes focus groups and social media discussions Encompasses consumer segmentation with a focus on psychographics and genetics

Engaging Consumers through Branded Entertainment and Convergent Media Parreno, Jose Marti, 2015-04-30 Branded entertainment is gaining popularity within marketing communications strategies Blurring the lines between advertisements and editorial content branded marketing provides advertisers and consumers with highly engaging media content that benefits them both Engaging Consumers through Branded Entertainment and Convergent Media provides an interdisciplinary approach to connecting with the consumer through branding strategies in the entertainment and media fields Featuring information

regarding emergent research and techniques this publication is a critical reference source for academics university teachers researchers and post graduate students as well as universities advertising agencies marketing directors brand managers and professionals interested in the usage and benefits of branded entertainment The Critical Surf Studies Reader Dexter Zavalza Hough-Snee,Alexander Sotelo Eastman,2017-08-17 The evolution of surfing from the first forms of wave riding in Oceania Africa and the Americas to the inauguration of surfing as a competitive sport at the 2020 Tokyo Olympics traverses the age of empire the rise of globalization and the onset of the digital age taking on new meanings at each juncture As corporations have sought to promote surfing as a lifestyle and leisure enterprise the sport has also narrated its own epic myths that place North America at the center of surf culture and relegate Hawai i and other indigenous surfing cultures to the margins The Critical Surf Studies Reader brings together eighteen interdisciplinary essays that explore surfing s history and development as a practice embedded in complex and sometimes oppositional social political economic and cultural relations Refocusing the history and culture of surfing this volume pays particular attention to reclaiming the roles that women indigenous peoples and people of color have played in surfing Contributors Douglas Booth Peter Brosius Robin Canniford Krista Comer Kevin Dawson Clifton Evers Chris Gibson Dina Gilio Whitaker Dexter Zavalza Hough Snee Scott Laderman Kristin Lawler lisahunter Colleen McGloin Patrick Moser Tara Ruttenberg Cori Schumacher Alexander Sotelo Eastman Glen Thompson Isaiah Helekunihi Walker Andrew Warren Belinda Wheaton *Handbook of Research Methods in Consumer Psychology* Frank Kardes,Paul M. Herr,Norbert Schwarz,2019-04-15 What impact can various research methods have on consumer psychology How can they help us understand the workings of the consumer mind And how can the field of consumer psychology best utilize these methods In the Handbook of Research Methods in Consumer Psychology leading consumer psychologists summarize key aspects of the research process and explain how different methods enrich understanding of how consumers process information to form judgments and opinions and to make consumption related decisions Kardes Herr and Schwarz provide an in depth analysis of the scientific research methods needed to understand consumption related judgments and decisions The book is split into five parts demonstrating the breadth of the volume classic approaches contemporary approaches online research methods data analysis and philosophy of science A variety of leading researchers give insight into a wide range of topics reflecting both long standing debate and more recent developments in the field to encourage discussion and the advancement of consumer research The Handbook of Research Methods in Consumer Psychology is essential reading for researchers students and professionals interested in consumer psychology and behavior *Readings in Advertising, Society, and Consumer Culture* Roxanne Hovland,Joyce M. Wolburg,Eric E. Haley,2014-12-18 This collection of classic and contemporary articles provides context for the study of advertising by exploring the historical economic and ideological factors that spawned the development of a consumer culture It begins with articles that take an institutional and historical perspective to provide background for approaching the social

and ethical concerns that evolve around advertising Subsequent sections then address the legal and economic consequences of life in a material culture the regulation of advertising in a culture that weighs free speech against the needs of society and the ethics of promoting materialism to consumers The concluding section includes links to a variety of resources such as trade association codes of ethics standards and guidelines for particular types of advertising and information about self regulatory organizations

Consumer Behaviour: Asia-Pacific Edition Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters, Eugene Chan, Gavin Northey, 2017-01-01 Cutting edge and relevant to the local context this first Australia and New Zealand edition of Hoyer Consumer Behaviour covers the latest research from the academic field of consumer behaviour The text explores new examples of consumer behaviour using case studies advertisements and brands from Australia and the Asia Pacific region The authors recognise the critical links to areas such as marketing public policy and ethics as well as covering the importance of online consumer behaviour with significant content on how social media and smartphones are changing the way marketers understand consumers Students grasp the big picture and see how the chapters and topics relate to each other by reviewing detailed concept maps Marketing Implications boxes examine how theoretical concepts have been used in practice and challenge students to think about how marketing decisions impact consumers Considerations boxes require students to think deeply about technological research cultural and international factors to consider in relation to the contemporary consumer Opening vignettes and end of chapter cases give students real world insights into and opportunities to analyse consumer behaviour with extensive Australian and international examples providing issues in context

Consumer Health Informatics Catherine Arnott Smith, Alla Keselman, 2020-12-14 An engaging introduction to an exciting multidisciplinary field where positive impact depends less on technology than on understanding and responding to human motivations specific information needs and life constraints Betsy L Humphreys former Deputy Director National Library of Medicine This is a book for people who want to design or promote information technology that helps people be more active and informed participants in their healthcare Topics include patient portals wearable devices apps websites smart homes and online communities focused on health Consumer Healthcare Informatics Enabling Digital Health for Everyone educates readers in the core concepts of consumer health informatics participatory healthcare health and e health literacy user centered design information retrieval and trusted information resources and the ethical dimensions of health information and communication technologies It presents the current state of knowledge and recent developments in the field of consumer health informatics The discussions address tailoring information to key user groups including patients consumers caregivers parents children and young adults and older adults For example apps are considered as not just a rich consumer technology with the promise of empowered personal data management and connectedness to community and healthcare providers but also a domain rife with concerns for effectiveness privacy and security requiring both designer and user to engage in critical thinking around their choices This book s unique contribution to the field is its focus on the consumer and patient in the

context of their everyday life outside the clinical setting Discussion of tools and technologies is grounded in this perspective and in a context of real world use and its implications for design There is an emphasis on empowerment through participatory and people centered care

The Routledge Handbook of Consumer Behaviour in Hospitality and Tourism Saurabh Kumar Dixit, 2017-04-07 Consumer behaviour is one of the most explored topics in tourism and hospitality marketing interchangeably denoted by the terms traveller behaviour tourist behaviour or guest behaviour Consumer behaviour acts as an origin for every tourism and hospitality marketing activity It offers an understanding of why people tend to choose certain products or services and what sort of factors influence them in making their decision The decision process of buying tourism products or services takes time because they are mostly intangible in nature due to which there are many risks involved in their buying process The Routledge Handbook of Consumer Behaviour in Hospitality and Tourism aims to explore and critically examine current debates critical reflections of contemporary ideas controversies and pertinent queries relating to the rapidly expanding discipline of consumer behaviour in hospitality and tourism The Handbook offers a platform for dialogue across disciplinary and national boundaries and areas of study through its diverse coverage It is divided into six parts Part I offers an overview of consumer behaviour Part II focuses on the service quality perspectives of consumer behaviour Part III deliberates on customer satisfaction and consumer behaviour linkages Part IV explores the re patronage behaviour of consumers Part V addresses the vital issues concerning online consumer behaviour and Part VI elaborates upon other emerging paradigms of consumer behaviour Although there is no dearth of empirical studies on different viewpoints of consumer behaviour there is a scarcity of literature providing conceptual information The present Handbook is organised to offer a comprehensive theoretical body of knowledge narrating consumer behaviour especially for hospitality and tourism businesses and operations It attempts to fill this research gap by offering a globalised volume comprising chapters organised using both practical and academic approaches This Handbook is essential reading for students researchers and academics of Hospitality as well as those of Tourism Marketing International Business and Consumer Behaviour

Biometrics and Neuroscience Research in Business and Management Luiz Moutinho, Moran Cerf, 2024-06-17 This book is designed to impart and convey knowledge as well as understanding of the range of biometric technologies and cybertechnologies while also stressing their advantages and disadvantages The authors develop an appreciation for and breadth of knowledge that spans the full range of neuroscience sub disciplines including behavioural cognitive and computational neuroscience Furthermore the content of the book is geared to be able to place neuroscience into an ethical context especially showing how studying the brain and behaviour can contribute to the resolution of ethical social and environmental issues

Persuasive Communication Richard O. Young, 2016-07-15 This updated and expanded edition of Persuasive Communication offers a comprehensive introduction to persuasion and real world decision making Drawing on empirical research from social psychology neuroscience business communication research cognitive science and behavioral economics Young reveals the

thought processes of many different audiences from investors to CEOs to help students better understand why audiences make the decisions they make and how to influence them The book covers a broad range of communication techniques richly illustrated with compelling examples including resumes speeches and slide presentations to help students recognize persuasive methods that do and do not work A detailed analysis of the emotions and biases that go into decision making arms students with perceptive insights into human behavior and helps them apply this understanding with various decision making aids Students will learn how to impact potential employers clients and other audiences essential to their success This book will prove fascinating to many and especially useful for students of persuasion rhetoric and business communication

Marketing Theory Shelby D. Hunt, 2014-12-18 One of the true classics in Marketing is now thoroughly revised and updated Marketing Theory is both evolutionary and revolutionary As in earlier editions Shelby Hunt focuses on the marketing discipline's multiple stakeholders He articulates a philosophy of science based tool kit for developing and analyzing theories law like generalizations and explanations in marketing science Hunt adds a new dimension to the book however by developing arguments for the position that Resource Advantage Theory provides the foundation for a general theory of marketing and a theoretical foundation for business and marketing strategy Also new to this edition are four chapters adapted and updated from Hunt's Controversy in Marketing Theory that analyze the philosophy debates within the field including controversies with respect to scientific realism qualitative methods truth and objectivity

The Handbook of Communication Engagement Kim A. Johnston, Maureen Taylor, 2018-04-25 A comprehensive volume that offers the most current thinking on the practice and theory of engagement With contributions from an international panel of leaders representing diverse academic and professional fields The Handbook of Communication Engagement brings together in one volume writings on both the theory and practice of engagement in today's organizations and societies The expert contributors explore the philosophical theoretical and applied concepts of communication engagement as it pertains to building interaction and connections in a globalized networked society The Handbook of Communication Engagement is comprehensive in scope with case studies of engagement from various disciplines including public relations marketing advertising employee relations education public diplomacy and politics The authors advance the current thinking in engagement theory strategy and practice and provide a review of foundational and emerging research in engagement topics The Handbook of Communication Engagement is an important text that Provides an overview of the foundations and philosophies of engagement Identifies the contexts of engagement relating to specific areas across government and corporations including CSR consumer activism diplomacy digital and social impact Includes examples of contemporary engagement practice Presents applications of engagement and technology Offers insights on the future directions of engagement The Handbook of Communication Engagement offers an essential reference for advanced undergraduate graduate students practitioners and scholars from communication media advertising public relations public policy and public

diplomacy areas The volume contains a compendium of the writings on the most recent advances on the theory and practice of engagement Winner of the 2018 PRIDE Award for Innovation Development and Educational Achievement from the Public Relations Division of the National Communication Association A Guide to Planning and Managing Open Innovative Ecosystems João Leitão, Vanessa Ratten, Jean Barroca, 2020-10-16 Digital technology in the form of big data and data analytics is transforming the global economy This book is the first to take an open innovation perspective to the study and practice of ecosystems providing a novel way of understanding the impact data has on the way entrepreneurial firms develop

Accessibility, Inclusion, and Diversity in Critical Event Studies Rebecca Finkel, Briony Sharp, Majella Sweeney, 2018-09-14 Most early social research into planned events had the effect of broadcasting narratives of dominant cultures and privileged groups More recently however convergences of gender sexualities ethnicities age class religion and intersectional analyses and events studies have started to drive new critical understanding of the impacts of events on non mainstream non majority communities around the globe This timely book addresses current gaps in the literature surrounding issues of accessibility inclusion and diversity in various event landscapes Structured into four parts covering the main types of events the chapters present original topics using innovative methodological approaches Each chapter employs a case study to illustrate the key intertwining issues in these various experiential realms Further the chapters are all cross or interdisciplinary drawing on gender sexualities cultural race ethnicity studies as well as multiple literatures that feed into critical events studies and exploring a variety of global examples This significant book opens the path to further research on the role and importance of accessibility inclusion and diversity in events environments worldwide It will be of interest to academics and researchers of critical event studies as well as a number of related social science disciplines The Oxford Handbook of Consumption Frederick F. Wherry, Ian Woodward (Sociologist), 2019 The Oxford Handbook of Consumption examines the most pressing questions addressed by consumption studies scholars today The volume counteracts the tendency towards disciplinary myopia as it engages scholars from around the world drawing on sociology anthropology psychology history and consumption studies The volume s thirty one chapters are organized around six themes facilitating cross disciplinary exploration The Role of Smart Technologies in Decision Making Eleonora Pantano, Francesca Serravalle, 2022-10-20 This comprehensive book examines the impact of smart technologies in consumer s behaviour from a contemporary perspective blending marketing and retailing along with other disciplines such as psychology media studies and sociology Market forces and technological advancements are making the management of and strategies for innovation more prominent and essential in all functions of business not least marketing and retailing Frontiers of marketing are constantly pushed requiring the development and adjustments of new theories Prior literature on innovation in marketing has mainly focused on digital marketing strategies and consumer behaviour while only recently introducing the notion of smart retailing in terms of smart experience and interaction While these studies provide a basis for defining smart retailing and consumer behaviour in smart retail settings

the concept of smart consumers is still under investigated Thus the smart consumer consumers making extensive use of smart technologies in all steps of their shopping behaviour and experience of the store both offline and online is emerging as a promising area for future marketing and retailing studies The chapters in this edited volume seek to understand the effect of innovation in consumer behaviour by proposing original empirical and theoretical contributions methods models tools and case studies that contribute to explain this emergent phenomenon The chapters in this book were originally published as a special issue of the Journal of Marketing Management

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