

journal of consumer marketing - au - journal of consumer marketing emerald article: the myth of the ethical consumer - do ethics matter in purchase behaviour? marylyn carrigan, ahmad attalla **journal of consumer marketing - researchgate** - journal of consumer marketing an investigation of the effects of product recalls on brand commitment and purchase intention kyung-ah byun mayukh dass **journal of consumer research inc. - sauder.ubc** - journal of consumer research inc. taste perception: more than meets the tongue author(s): joandrea hoegg and joseph w. alba source: the journal of consumer research, vol. 33, no. 4 (march 2007), pp. 490-498 **strategically desirable brand name characteristics** - the journal of consumer marketing at best, the manager is presented with a list such as: the name should be memorable, legal, ly protectable, easy to say, and so on. **the role of digital and social media marketing in consumer ...** - consumer psychology (jcp), journal of marketing (jm), and journal of marketing research (jmr). articles related to digital marketing, social media, and online word of mouth are featured **cross-cultural consumer behavior: a review of research ...** - 182 journal of international consumer marketing figure 1. cross-cultural consumer behavior framework (adapted from manrai and manrai 1996) consumer behavior domains **journal of consumer research, inc. - faculty & research** - journal of consumer research, inc. when identity marketing backfires: consumer agency in identity expression author(s): amit bhattacharjee, jonah berger, and geeta menon

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