

John E. Sterry, Jr.

Contemporary
Marketing
and
Consumer
Behavior

An Anthropological Sourcebook

Contemporary Marketing And Consumer Behavior An Anthropological Sourcebook

Kalman Applbaum



Contemporary Marketing And Consumer Behavior An Anthropological Sourcebook:

Contemporary Marketing and Consumer Behavior John F. Sherry, 1995-05-02 Scholarly and extensively footnoted the book is meant to be used as a sourcebook for anthropological research The book's primary audience should be marketing and anthropology researchers and graduate students faculty and researchers P G Kishel in Choice As a business person responsible for the development of advertising strategies and advertising campaigns I was impressed with the contributors willingness and desire to apply anthropological principles to real world problems John Sherry Jr's comment sums it up nicely Anthropology is a practical discipline anchoring the blue sky thinking it encourages firmly to the local ground it inhabits We need to encourage blue sky thinking so we don't repeatedly get the same answers to our inquiries Anthropologists can help us with these issues This book gives me enormous hope that applied anthropology will help restore the tremendous value that can be gained through qualitative research techniques Today in marketing and advertising focus groups are grossly overused misused and underanalyzed I was encouraged and excited about the authors discussions of good ethnographies and focus groups that for example instead of simply asking respondents whether or not EMF causes cancer a far more creative and insightful exercise was performed with consumers and then was intensely analyzed by anthropologists All too often today qualitative research is carelessly and quickly administered and the analysis consists of a 30 minute debriefing at the end of the last focus group In the last few years the need for cross cultural consumer understanding has grown rapidly This phenomenon makes it imperative that not only must we fully understand the meanings of brands and products to our domestic consumers but we must know which meanings are transportable to consumers in other cultures John Sherry Jr's book suggests that anthropologists could and should have a major role in cross cultural consumer understanding Patricia A Cafferata President and Chief Executive Officer Young anthropologists as consumer researchers have been a powerful underground force for the past 15 years of innovative marketing Major companies as well as government and private institutions have looked to anthropologists to help when other research has failed John Sherry Jr has collected outstanding anthropological practitioners in this volume and they have written cutting edge chapters on product symbolism consumer culture advertising efficacy and international marketing The power of this collection lies in the fresh insights to each of these themes and the ability to reframe old problems to perceive what it means to live the life of a consumer as we approach the next century Steve Barnett Managing Director Global Business Network Containing original articles and empirical substance Contemporary Marketing and Consumer Behavior responds to a growing demand for scholarship more tuned to the empirical and practical realities of consumer culture Written by leading anthropologists who specialize in marketing and consumer research it is intended as a sourcebook for readers interested in consumption and its managerial consequences The topics and their treatments run a gamut of concerns including elements of the marketing mix such as goods and services advertising and promotion relationship management managerial intervention and development class and gender linked

consumer behaviors and the production of consumption Anthropological perspectives and methods employed by the authors range from materialistic to semiotic and both qualitative and quantitative methods are employed Contributors range across time space and topics in pursuit of understanding The result is a multifaceted perspective of marketing and consumer behavior Also the remarks of eminent senior Fellows of the Association for Consumer Research who have drawn upon anthropology to make their own seminal contributions to a number of disciplines punctuate this exceptional volume A remarkable and extraordinary text Contemporary Marketing and Consumer Behavior is ideal for scholars students and professionals in marketing cultural studies gender studies psychology sociology anthropology and communication

Consuming Experience Antonella Caru, Bernard Cova, 2013-01-11 This book covers the hot topic of the experiential consumption in an accessible manner and from a unique industry perspective which is not used in any other book It highlights the idea that an experience is not something that can be readily managed by firms and is not limited to the market an individual's daily life is made up of consuming experiences that can occur with or without a market relation Offering an overview of the consumption experience it outlines a continuum of experiences of consumption that consumers go through including those that are mainly constructed by consumers around small items that comprise their daily life such as organic products and non profit or local associations those that have been co developed by companies and consumers tourism or adventure projects rock concerts and cultural events those that have been largely developed by the companies where consumers are immersed in a hyper real context such as fashion sports brands edutainment and retail Broad and comprehensive this book provides a challenging vision of the consumption experience which is an invaluable tool for all those studying marketing and consumer behaviour

Marketing and the Common Good Patrick E. Murphy, John F. Sherry, 2013-07-24 Marketing is among the most powerful cultural forces at work in the contemporary world affecting not merely consumer behaviour but almost every aspect of human behaviour While the potential for marketing both to promote and threaten societal well being has been a perennial focus of inquiry the current global intellectual and political climate has lent this topic extra gravitas Through original research and scholarship from the influential Mendoza School of Business this book looks at marketing's ramifications far beyond simple economic exchange It addresses four major topic areas societal aspects of marketing and consumption the social and ethical thought sustainability and public policy issues in order to explore the wider relationship of marketing within the ethical and moral economy and its implications for the common good By bringing together the wide ranging and interdisciplinary contributions it provides a uniquely comprehensive and challenging exploration of some of the most pressing themes for business and society today

Representing Consumers Barbara Stern, 2003-09-02 Representing Consumers explores representation and constructions of truth in consumer research Contributions come from the United States and Britain and draw on a wide range of theoretical approaches

Environmentally Significant Consumption National Research Council, Division of Behavioral and Social Sciences and

Education, Board on Environmental Change and Society, Committee on the Human Dimensions of Global Change, 1997-06-09

There has been much polemic about affluence consumption and the global environment For some observers consumption is at the root of global environmental threats wealthy individuals and societies use far too much of the earth's resource base and should scale back their appetites to preserve the environment for future generations and allow a decent life for the rest of the world Other observers see affluence as the way to escape environmental threats economic development increases public pressure for environmental protection and makes capital available for environmentally benign technologies The arguments are fed by conflicting beliefs values hopes and fears but surprisingly little scientific analysis This book demonstrates that the relationship of consumption to the environment needs careful analysis by environmental and social scientists and conveys some of the excitement of treating the issue scientifically It poses the key empirical questions Which kinds of consumption are environmentally significant Which actors are responsible for that consumption What forces cause or explain environmentally significant consumption How can it be changed The book presents studies that open up important issues for empirical study Are there any signs of saturation in the demand for travel in wealthy countries What is the relationship between environmental consumption and human well being To what extent do people in developing countries emulate American consumption styles The book also suggests broad strategies that scientists and research sponsors can use to better inform future debates about the environment development and consumption

Japanese Consumer Behaviour

John McCreery, 2014-04-08 What role does consumption play in Japanese lives that are more than study work and shopping How have those lives changed since World War II as Japan has wrestled with the meaning of white collar careers women spreading their wings changing family values a shrinking birth rate an aging population This book explores Japan through the eyes of Japanese researchers and discovers patterns of change that are both uniquely Japanese and shared by consumers in other advanced industrial nations

Gift Giving Cele Otnes, Richard Francis Beltramini, 1996 Gift Giving brings together 21 scholars from a variety of disciplines including consumer behavior communications and sociology who are dedicated to the understanding of what motivates gift selection presentation and incorporation of a gift into a person's life The text explores the role of values in gift exchange the influence of ethnic generational and subcultural differences in gift exchange how gifts to the self are manifested and new directions and topics in gift giving In these essays gift giving occasions are probed for the meanings that can be illuminated with respect to this pervasive yet not always positive phenomenon For anyone interested in gift giving behavior this volume should prove both enlightening and provocative

Non-market Strategies in

International Business Vikrant Shirodkar, Roger Strange, Steven McGuire, 2019-12-21 The Academy of International Business UK and Ireland Chapter Published in association with the UK and Ireland Chapter of the Academy of International Business This book provides theoretical and empirical insights into non market political and social strategies that firms use when conducting international business Political strategies include activities such as lobbying campaign contributions and

using political ties and connections as a means of influencing policy making Likewise firms also engage in various social responsibility activities to maintain a good image in society and to improve their legitimacy and reputation when operating globally Multinational enterprises MNEs face various challenges in implementing non market strategies due to institutional differences between their home and host contexts Presenting fresh perspectives from a cast of international contributors this book offers academics students and practitioners a greater understanding of how non market strategies can be effective in international business

Strategic Brand Management Richard H. Elliott, Larry Percy, 2007 Approaches the subject of brand management from a socio cultural perspective providing students with an understanding of the dynamics of the subject and enabling them to engage with the issues that lie within This book also integrates more traditional notions of the brand in terms of equity and positioning within that framework

The Marketing Era Kalman Appalbaum, 2004-06-01 Marketing has situated itself as an indispensable tool in today's business world an unavoidable step in the process from production to consumption This book is the first of its kind to map out the organizing principles and cultural logic of marketing and trace the profession's ascent to global domination Appalbaum argues that marketing can be seen as a particular set of cultural practices that surfaced in reaction to the affluence of Western society and not the answer to the call of inherent human needs and wants In order to understand globalization transnational corporations and the spread of consumer culture one must understand the logic of marketing

Kellogg on Branding Alice M. Tybout, Tim Calkins, 2011-01-07 The Foreword by renowned marketing guru Philip Kotler sets the stage for a comprehensive review of the latest strategies for building leveraging and rejuvenating brands Destined to become a marketing classic Kellogg on Branding includes chapters written by respected Kellogg marketing professors and managers of successful companies It includes The latest thinking on key branding concepts including brand positioning and design Strategies for launching new brands leveraging existing brands and managing a brand portfolio Techniques for building a brand centered organization Insights from senior managers who have fought branding battles and won This is the first book on branding from the faculty of the Kellogg School the respected resource for dynamic marketing information for today's ever changing and challenging environment Kellogg is the brand that executives and marketing managers trust for definitive information on proven approaches for solving marketing dilemmas and seizing marketing opportunities

Brand Society Martin Kornberger, 2010-01-21 A fascinating account of the way in which brands influence the lives of individuals and the organizations they work in

Foundations of Corporate Heritage John M. T. Balmer, 2017-03-16 Heritage is increasingly recognised as a significant corporate concern with corporate heritage brands and identities often forming an important part of a nation's patrimony Foundations of Corporate Heritage explains the principles processes strategic significance and challenges of corporate heritage formation and management This scholarly but accessible anthology includes seminal articles on the territory and also includes five new contributions with questions for study and reflection with students on executive

taught courses in mind With contributions from the leading international experts in corporate heritage this book examines the research foundations of the area and applications in practice It will be important supplementary reading for students practitioners and specialists in corporate marketing brand management and marketing communications as well as tourism hospitality and heritage studies Collaborating with Customers to Innovate Emanuela Prandelli,Mohanbir

Swahney,Gianmario Verona,2008 The Internet has created the problem of an increasing need for innovation but as this volume explains also provides the solution The authors explore the collaborative potential offered by customers in digital environments to enhance the effectiveness of new product development Archaeology Matters Jeremy A

Sabloff,2016-06-16 Senior archaeologist Jeremy Sabloff points students to ways in which archaeology is can be relevant to the understanding and amelioration of modern problems **Purchasing Power** Elizabeth M. Liew Siew Chin,2001 What

does it mean to be young poor and black in our consumer culture Are black children brand crazed consumer addicts willing to kill each other over a pair of the latest Nike Air Jordans or Barbie backpack In this first in depth account of the consumer lives of poor and working class black children Elizabeth Chin enters the world of children living in hardship in order to understand the ways they learn to manage living poor in a wealthy society To move beyond the stereotypical images of black children obsessed with status symbols Chin spent two years interviewing poor children in New Haven Connecticut about where and how they spend their money An alternate image of the children emerges one that puts practicality ahead of status in their purchasing decisions On a twenty dollar shopping spree with Chin one boy has to choose between a walkie talkie set and an X Men figure In one of the most painful moments of her research Chin watches as Davy struggles with his decision He finally takes the walkie talkie set a toy that might be shared with his younger brother Through personal anecdotes and compelling stories ranging from topics such as Christmas and birthday gifts shopping malls Toys R Us neighborhood convenience shops school lunches ethnically correct toys and school supplies Chin critically examines consumption as a medium through which social inequalities most notably of race class and gender are formed experienced imposed and resisted Along the way she acknowledges the profound constraints under which the poor and working class must struggle in their daily lives *Social Research Methods* Harvey Russell Bernard,2000 The author follows two chapters on the

fundamentals of social science and social research with three on preparation two on interviewing one on scaling and two on relative advantages and methods of participative direct and indirect observation 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 **The Changing Consumer** Alison Anderson,Kevin Meethan,R Steven Miles,Steven

Miles,2005-07-08 The consumer ethic is ubiquitous Everything we do see hear and even feel appears to be connected in some way to our experience as consumers The increasingly high profile of debates over consumption consumer culture consumer behaviour and consumer rights reflects a world undergoing rapid change The Changing Consumer charts the nature of that change as well as discussing why consumption has become so important and what role if any it plays in underpinning social economic and political transformation Featuring contributions from some of the leading theorists of consumption from across a range of disciplines this collection includes chapters on men s consumption and men s magazines the changing profile of women as consumers the representation of consumption on popular TV shows consuming retro chic the symbolic and emotional role of alcohol consumption Drawing on fascinating case studies throughout this book will be essential reading for students and academics interested in the study of consumption Women in Anthropology Maria G Cattell,Marjorie M Schweitzer,2016-07 The women anthropologists in this book speak frankly about their challenges and successes as they navigated the tensions in their personal and professional lives marriage raising children caring for families publishing conducting research going into the field teaching and mentoring during the volatile period when the roles and expectations for women were being constantly reestablished and repositioned

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