

Consumer Behaviour Schiffman And Kanuk 9th Edition

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International Marketing Compact Gerhard Wührer
2014-10-24 International Marketing Compact offers a new perspective in teaching international marketing. The authors address issues in a novel way by bringing in cases from advanced and emerging

markets. In this connection they also discuss technological requirements of the 21st century and how these developments necessitate a change in looking at international marketing issues. The individual chapters follow the necessary steps to develop and implement projects

successfully in the international market place. The knowledge, which is provided for both students and practitioners, is well balanced in terms of theoretical input and managerial application. This is the result of numerous examples presented in this book not only from Europe, but also from other markets throughout the world. The book is addressed to various student groups: those in a bachelor's program studying business, economics and international trade can well use the book to gain a broad and current perspective on trends in international marketing theory and practice. Those in a master's program for business, economics and international trade can use the book as a guide for building a theoretical background for their term projects and the case studies they analyze. Those at the PhD level in the same or similar disciplines can take a compact look at 21st century international marketing. It is also beneficial for international students, for example, for

Erasmus students at European universities, who are building a common international marketing background and perspective that they can take back to their studies at their home universities.

Communicating Sustainability for the Green Economy Lynn R

Kahle 2015-01-28 With chapters written by experts in their field, this volume advances the understanding of theory and successful practice of marketing and promoting environmental sustainability. Some experts predict that the next big trend in business will involve the green economy. Yet, communicating sustainability to consumers provides a set of challenges for marketers that do not necessarily follow all the rules of other types of marketing communication. In many ways the concept of sustainability challenges the core ideals of promoting consumption. Accordingly, this book identifies for researchers and practitioners the barriers that keep customers from engaging in environmentally sustainable

consumption and find ways to overcome those barriers. The book includes topics such as corporate advertising strategy related to sustainability, corporate social responsibility advertising, greenwashing, advertising related to values, persuasion and persuasion knowledge in sustainability marketing, social media and sustainability, and advertising and public policy.

New Age Admissions Strategies in Business Schools

Kalia, Shalini
2019-04-15 Admissions is critical for every educational institution. However, recruiting quality students for business schools is challenging, leading to the need to identify and understand challenges that threaten admission. *New Age Admissions Strategies in Business Schools* provides innovative insights into the opportunities and challenges for student recruitment in business schools, such as cross-cultural nuances and attracting international applicants, while also delivering strategies for

recruitment across all program types, including undergraduate, graduate, executive, and part-time admissions. While highlighting topics that include effective communication, international admission, and hybrid learning, this publication is ideal for policy directors, administration heads, researchers, and deans in education to understand the market well and design the processes of admissions.

Innovations in Social Marketing and Public Health Communication

Walter Wymer 2015-10-06 This volume presents the most current theoretical advances in the fields of social marketing and public health communications. The volume is divided in two parts. Part 1 contains chapters pertaining to research and theory reflecting improvements and contributions to theories that help improving quality of life. It includes literature reviews, conceptual research and empirical studies on social marketing communications, models to understand

individual's risky behaviors, and how to improve social interventions. The second part emphasizes applied research, consisting of best practices, applied experiments, and case studies on social marketing innovative practices with implications for quality of life. Consumer Behaviour Leon G. Schiffman 2001 This edition takes into account the research from Australia available through bodies such as ANZMAC and Australasian Marketing Journal. It provides an explanation of what consumer behaviour variables are and the types and importance of each.

Religion and Consumer Behaviour in Developing Nations Ayantunji Gbadamosi 2021-01-29 Examining how religion influences the dynamics of consumption in developing nations, this book illuminates the strategic placement of these nations on the global marketing stage both in terms of their current economic outlook and potential for growth.

Consumer Behaviour And

Branding: Concepts, Readings And Cases-The Indian Context S. Ramesh Kumar 2009-09 India is one of the emerging markets that pose a unique set of challenges to marketers. The importance of the context and the usefulness of concepts in the Indian context is the core proposition of the book. The diversity of a mix of factors such as cultural aspects, lifestyles, demographics and unbranded offerings make consumer behaviour a fascinating study. This book focuses on the behavioural principles of marketing and its application to branding in the Indian context. * Consumer behaviour concepts associated with branding * A combination of recent and traditional examples reflecting the application of behavioural concepts * Touch of reality boxes to indicate context-based examples * Caselets and cases drawn from real-life situations * Research findings associated with the Indian context * Topical issues in consumer behaviour like cultural aspects, digital marketing and

experiential branding

100+ management models

Fons Trompenaars 2014-09-15

100+ Management Models is an essential resource for managers at all levels. It gives an overview of each of the most important business models in eight categories: sustainability, innovation, strategy, diversity, customers, human resources, benchmarking and leadership and analyses their strengths and weaknesses.

Belief Systems, Religion, and Behavioral Economics

Elizabeth A. Minton 2013-12-06

Religion is a topic that businesses often ignore, in spite of 70% of the world being religious. Whether the silence results from the taboo nature of the topic or the thought that religion is a separate domain from consumption and business, the scant attention cannot be denied. Many do not realize or simply resist the idea that religion is a key contributor to a consumer's core values, which then contribute to consumption decisions, voting practices, reaction to pro-social messages

and public policy, as well as donating behavior. The field of behavioral economics discusses how various social and cognitive factors influence economic decision making, which encompasses consumer decision making in business and public policy. This field needs to incorporate religion as an influencer to economic decision making. To be able to manage a business effectively, or carry out public policy decisions, the influence of believe systems and religion must be taken into account. Thus, this book provides one of the first comprehensive investigations into the relation between religion and behavioral economics. It is relevant to current managers, anyone involved in the marketing, MBA students, and also upper-division undergraduate students. Each of these groups will benefit from a clear understanding of religious groups and how religion influences consumer decision making.

Counseling the Nursing Mother

Judith Lauwers 2015-07-13

Written from a teaching perspective, *Counseling the Nursing Mother: A Lactation Consultant's Guide, Sixth Edition* presents topics within a counseling framework with practical suggestions and evidence-based information interwoven throughout. Completely updated and revised, it includes new research on milk composition, the importance of the gut microbiome and skin-to-skin care, Affordable Care Act changes, and the latest guidelines from the World Health Organization for breastfeeding with HIV. Also explored and expanded are discussions on cultural competence, working effectively and sensitively with LGBTQ families, addressing disparities in health equity, milk banking issues, and social media trends for lactation information and support. Additionally, the Sixth Edition also serves as a significant teaching tool for students, interns, and other healthcare professionals. With an extensive glossary and bulleted

lists at the end of each chapter, it is an ideal study guide for International Board Certified Lactation Consultant (IBCLC) certification and practice. Each new print copy includes Navigate 2 Advantage Access that unlocks a comprehensive and interactive eBook.

International Journal of Management and Transformation: Vol.6, No.1 Driving Green Consumerism Through Strategic Sustainability Marketing

Quoquab, Farzana 2017-11-30
The use of environmentally safe products is an emerging and popular trend throughout various industries. Product manufacturing and sales has changed in order to incorporate green initiatives that will appeal to this fast-growing market. *Driving Green Consumerism Through Strategic Sustainability Marketing* is an essential reference source for the latest scholarly research on the latest trends of consumerism and its effect and implications on the environment. Featuring coverage on topics and

perspectives such as nutricosmetic products, green marketing, and animal products, this publication is ideal for those interested in aspects of green consumerism.

Sport Consumer Behaviour

Kostas Alexandris 2016-07-18

All successful marketing strategies in sport or events must take into account the complex behaviour of consumers. This book offers a complete introduction to consumer behaviour in sport and events, combining theory and cutting-edge research with practical guidance and advice to enable students and industry professionals to become more effective practitioners. Written by three of the world's leading sports marketing academics, it covers a wide range of areas including: social media and digital marketing the segmentation of the sport consumer market service quality and customer satisfaction sport consumer personalities and attitudes the external and environmental factors that influence sport consumer behaviour. These

chapters are followed by a selection of international case studies on topics such as female sport fans, college sports, marathons and community engagement. The book's companion website also provides additional resources exclusively for instructors and students, including test banks, slides and useful web links. As the only up-to-date textbook to focus on consumer behaviour in sport and events, *Sport Consumer Behaviour: Marketing Strategies* offers a truly global perspective on this rapidly-growing subject. This book is an invaluable resource for anyone involved in the sport and events industries, from students and academics to professional marketers. [Exploring the Dynamics of Consumerism in Developing Nations](#) Gbadamosi, Ayantunji 2019-01-11 As developing nations increase their consumption rate, their relevance in the global marketplace grows. Existing assumptions and postulations about consumer consumption in various societies are being

displaced largely due to the dynamic nature of the market. However, research has not been adequately devoted to explore the developments in consumer behavior in developing nations, which has resulted in numerous unanswered questions. Exploring the Dynamics of Consumerism in Developing Nations provides vital research on consumer behavior in developing countries and changes in the socio-cultural dimensions of marketing. While highlighting topics such as celebrity influence, marketing malpractices, and the adoption of e-government, this publication is ideally designed for researchers, advanced-level students, policymakers, and managers.

The Routledge Handbook of Tourism Impacts Dogan

Gursoy 2019-04-29 This handbook explores and critically examines both positive and negative impacts of tourism development focusing on the past, present and future issues, challenges and trends from a

multidisciplinary global perspective. Through a comparative approach involving international case studies, this book explores our understanding of tourism impacts and contributes to the theoretical development on relationships between tourism impacts and community support for tourism development. This handbook focuses on a variety of geographical locations, drawing from the knowledge and expertise of highly regarded academics from around the world. Specifically, it explores the adoption and implementation of various tourism development and impact management approaches in a wide range of global contexts, while identifying their trends, issues and challenges. It addresses strategies relating to innovation, sustainability and social responsibility, and critically reviews the economic, sociocultural, environmental, political and technological impacts of tourism. The text also identifies future trends

and issues, as well as exploring the methods used to study tourism impacts. Conveying the latest thinking and research, this handbook will be a key reference for students, researchers and academics of tourism, as well as development studies, geography, cultural studies, sustainability and business, encouraging dialogue across disciplinary boundaries and areas of study.

The Implications of Consumer Behavior for Marketing A Case Study of Social Class at Sainsbury

Alex Cole 2014-04-24 This particular research is aimed at finding the marketing implication of influence of social class on consumer behavior for Sainsbury. Social classes differ in respect of behaviors, attitudes, and preferences. To investigate the consumer behavior and social class relationship, triangulation methodology has been adopted. A sample of 75 consumers of Sainsbury has been selected through convenience sampling. A questionnaire has been

designed to collect data from sample. The findings showed that most of the respondents belonged to middle and lower social classes. The research found that middle and lower classes spend major part of their income on food and necessities of life whereas upper class spends its income on luxuries. It has been found that upper class uses internet for getting information about products and services of Sainsbury. Middle class uses televisions and newspaper for getting information about products and services of company. Upper class has more intentions of online shopping as compared to other classes. Upper classes have more attitude of investing in profitable projects. It has been found that lower and middle classes use credit cards for shopping and take bank loans for fulfilling their needs. Marketers can identify needs and preferences of different social classes from results of this particular research. Research has been limited to the findings only which have

been collected from a small sample.

Marketing Strategies of the Horticultural Production Chain

Marco A. Palma 2021-03-19

This book consists of a series of articles that present novel trends in horticulture marketing and some of the key supply chain management issues for the horticulture industry across a wide range of geographical regions.

Fashion Marketing Mike Easey 2008-11-03 'Clothing that is not purchased or worn is not fashion' (to paraphrase Armani) Knowledge of marketing is essential to help ensure success and reduce the risk of failure in fashion. For the designer starting up in business, this book offers a guide to the major decisions that will enable you to fulfil your creative potential and be a financial success: What are the major trends we should be monitoring?; How should we set our prices?; What is the most effective way to get our message across about the new product range?; Which colour-wash will be the most popular

with buyers? Marketing is now a firmly established element of most fashion and clothing courses. Fashion Marketing is written to meet students' requirements and has many features making it essential reading for anyone involved in the fashion and clothing business: · deals with contemporary issues in fashion marketing · up-to-date examples of global good practice · exclusively about fashion marketing · a unique contribution on range planning with a practical blend of sound design sense and commercial realism · a balance of theory and practice, with examples to illustrate key concepts · clear worked numerical examples to ensure that the ideas are easily understood and retained · over 50 diagrams · a glossary of the main fashion marketing terms and a guide to further reading · a systematic approach to fashion marketing, not hyperbole or speculation. The new edition has been updated throughout with new material on different promotional media, visual marketing and

international marketing research; and new coverage of internal marketing, supply chain management, international marketing communications as well as the role of the internet. See www.blackwellpublishing.com/ easey for supporting pack for tutors, including PowerPoint slides for each chapter plus ideas and exercises for seminars.

Handbook of Research on Consumer Behavior Change and Data Analytics in the Socio-Digital Era

Keikhosrokiani, Pantea
2022-06-24 The emergence of new technologies within the industrial revolution has transformed businesses to a new socio-digital era. In this new era, businesses are concerned with collecting data on customer needs, behaviors, and preferences for driving effective customer engagement and product development, as well as for crucial decision making. However, the ever-shifting behaviors of consumers provide many challenges for businesses to

pinpoint the wants and needs of their audience. The Handbook of Research on Consumer Behavior Change and Data Analytics in the Socio-Digital Era focuses on the concepts, theories, and analytical techniques to track consumer behavior change. It provides multidisciplinary research and practice focusing on social and behavioral analytics to track consumer behavior shifts and improve decision making among businesses. Covering topics such as consumer sentiment analysis, emotional intelligence, and online purchase decision making, this premier reference source is a timely resource for business executives, entrepreneurs, data analysts, marketers, advertisers, government officials, social media professionals, libraries, students and educators of higher education, researchers, and academicians.

Electronic Journal of Business Research Methods Consumer Behavior in Digital Age 2019-07-01 This

book covers fundamentals as well as the core schema of digital technologies and consumer behavior. While reading the book, the reader can connect from the primary to advanced level of digital technologies and consumer behavior. This book will prove to be useful for all the professionals and students of professional courses. This book enriches the marketing management know-how and enables in formulating the marketing strategies in the current digital age.

Gravity

Consumer Behaviour Leon Schiffman 2013-10-15 A trusted resource for Consumer Behaviour theory and practice. Consumer Behaviour explores how the examination and application of consumer behaviour is central to the planning, development, and implementation of effective marketing strategies. In a clear and logical fashion, the authors explain consumer behaviour theory and practice, the use and importance of consumer research, and how social and

cultural factors influence consumer decision making. The sixth edition of this Australian text provides expanded coverage of contemporary topics.

Islamic Marketing and Branding T C Melewar

2017-12-06 *Islamic Marketing and Branding: Theory and Practice* provides a concise mix of theory, primary research findings and practice that will engender confidence in both students and practitioners alike by means of the case study included in each chapter. Through three main parts (Branding and Corporate Marketing; Religion, Consumption and Culture; and Strategic Global Orientation), this book provides readers, from areas across the spectrum covering marketing, organisational studies, psychology, sociology and communication and strategy, with theoretical and managerial perspectives on Islamic marketing and branding. In particular, it addresses: Insights into branding and corporate

marketing in the Islamic context. An introduction to Islamic consumption and culture, rules and regulations in brands and consumption in Islamic markets. An identification of how the strategic global orientation of the Islamic approach is practised and how it works in different Islamic countries such as emerging countries. Readers are introduced to a variety of business and management approaches which, once applied to their business strategies, will increase their chances of successful implementation. Addressing both theoretical and practical insights, this book is essential reading for marketing and branding scholars and students, as well as CEOs, brand managers and consultants with an interest in this area.

Air Transport and Tourism

M.R. Dileep 2021-09-30 Air Transport and Tourism: Interrelationship, Operations and Strategies is a comprehensive textbook covering all major aspects of

air transport from operational and managerial perspectives, as well as exploring the intricate relationship that exists between the air transport and tourism industries. The book introduces and provides in-depth coverage of the complexities of the airline industry and the tourism industry and the ways in which they are connected and impact on each other, for example, the destination-airport-airline nexus, and the roles of air transport and airlines in tourism and vice versa. Emphasis is placed on current and future trends, the impact of COVID-19, sustainability and environmental challenges throughout. Comprehensive coverage of airline operations, strategic management and planning, airport operations and air transport information technology is also provided, offering a practical viewpoint on these vital aspects of the subject. This will be the ideal introductory textbook for students of tourism and hospitality studying courses in aviation and air travel.

Cases on Consumer-Centric Marketing Management Jham, Vimi 2013-07-31 As marketing strategies remain an essential tool in the success of an organization or business, the study of consumer-centered behavior is valuable in the improvement of these strategies. *Cases on Consumer-Centric Marketing Management* presents a collection of case studies highlighting the importance of customer loyalty, customer satisfaction, and consumer behavior for marketing strategies. This comprehensive collection provides fundamental research for professionals and researchers in the fields of customer relations, marketing communication, consumer research, and marketing analytics for insights into practical aspects of marketing in any organization.

Parental Decisions on Processed Snack Choices
Andreas Senkbeil 2009-10
Marketing of snacks is a very complex mechanism which is specifically constructed to

influence children's consumer choice and behavior. The effects of advertising can be seen on multiple levels affecting children's knowledge of brands, consumer attitudes, and eating behavior. Investigating the effect of children's influence on parental decision making is essential to marketers who need to assess the performance of their communications and devise new marketing strategies for the future. This research proposes to identify what factors influences parents in their purchase decision for snacks and what roles children play in the parental purchase decisions for snacks. Furthermore the research concentrates on processed snacks in order to determine the most prominent factors in the Thai food market and thus propose appropriate information for marketers based on empirical research collected. This book makes important contributions to the family respectively parental decision making research and it should serve as a framework

to the future research in the area of children's influence. Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources 2014-12-31 As marketing professionals look for ever more effective ways to promote their goods and services to customers, a thorough understanding of customer needs and the ability to predict a target audience's reaction to advertising campaigns is essential. Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications explores cutting-edge advancements in marketing strategies as well as the development and design considerations integral to the successful analysis of consumer trends. Including both in-depth case studies and theoretical discussions, this comprehensive four-volume reference is a necessary resource for business leaders and marketing managers, students and educators, and

advertisers looking to expand the reach of their target market.

Battleground: Business [2 volumes] Peg Thoms

2007-10-30 Business is one of the most potent cultural forces today, profoundly affecting every facet of our lives whether we are working in a corporate environment or not. This book surveys some of the most controversial issues and topics central to the contemporary business world. Included are more than 70 alphabetically arranged entries written by expert contributors. Each entry explores a topic's relevance and influence, highlights opposing viewpoints, provides sidebars of interesting information, and lists resources for further research. For students and general readers, this book is an engaging, accessible, and essential resource on the role of business in society.

Globalization. Outsourcing. Downsizing. These are some of the economic issues at the center of today's society. Time after time, we see that business

is one of the most powerful forces in the modern world, profoundly affecting every facet of our lives whether we work in a corporate environment or not. Because in one way or another the world is all about economics, students need to understand and appreciate the role of business in their lives. This book overviews the most important topics and issues characterizing the role of business in today's society. Included are alphabetically arranged entries on more than 70 critical issues or topics central to the role of business in our lives. Each is written by an expert contributor and provides a summary of the topic's relevance and influence, a consideration of opposing viewpoints, and a list of resources for further research. For students and general readers, this book is an engaging, accessible, and essential resource on the role of business in everyday life.

Test Item File, Consumer Behavior, Ninth Edition, Leon G. Schiffman, Leslie

Lazar Kanuk Steven Michael Cox 2007

ISCONTOUR 2014 - Tourism Research Perspectives

Roman Egger 2014-05-02

Proceedings of the ISCONTOUR The aim of the International Student Conference in Tourism Research (ISCONTOUR) is thus to offer students a unique platform to present their research and to establish a mutual knowledge transfer forum for attendees from academia, industry, government and other organisations. The annual conference, which is jointly organised by the IMC University of Applied Sciences Krems and the Salzburg University of Applied Sciences, will take place alternatively at the locations Salzburg and Krems. The conference research chairs are Prof. (FH) Dr. Roman Egger (Salzburg University of Applied Sciences) and Prof. (FH) Mag. Christian Maurer (University of Applied Sciences Krems). The target audience include international students (also PhDs),

graduates, teachers and lecturers from the field of tourism and leisure management as well as companies and anyone interested in the conference topic areas. Issues to be covered at the conference include the following areas within a tourism context: Marketing & Management
Tourism Product Development & Sustainability Information and Communication
Technologies
Marketing Management in Turkey Selcen Ozturkcan
2018-07-30 Elif Yolbulan Okan and Selcen Ozturkcan examine marketing opportunities, market potential, and standardization and customization opportunities available within one of the fastest growing of the world's emerging economies—namely, the Turkish economy, which according to a recent PWC report could outstrip the Italian economy by 2030 in many areas.

Consumer Behavior and Marketing Strategy J. Paul Peter 1996 This work shows

how the various elements of consumer analysis fit together in an integrated framework, called the Wheel of Consumer Analysis. Psychological, social and behavioural theories are shown as useful for understanding consumers and developing more effective marketing strategies. The aim is to enable students to develop skills in analyzing consumers from a marketing management perspective and in using this knowledge to develop and evaluate marketing strategies. The text identifies three groups of concepts - affect and cognition, behaviour and the environment - and shows how these they influence each other as well as marketing strategy. The focus of the text is managerial, with a distinctive emphasis on strategic issues and problems. Cases and questions are included in each chapter.

Consumer Behavior Leon G. Schiffman 2007 With a strong empirical and market segmentation approach, this book focuses on how the Internet has changed the way

people obtain information about potential purchases, giving readers the most up-to-date material on how technology is changing their lives as consumers. The Thirty-two mini-cases help readers learn by applying the theory, drawing on current business news to demonstrate specific consumer behavior concepts. This edition now includes thirty-two Active Learning mini-cases. A clear consumer decision making model is set out in each chapter to facilitate learning—presented in the first chapter, this model serves as a structural framework for the concepts—the building blocks—examined in the following chapters. The book's final chapter ties all of these concepts together so readers see the interrelationships and relevance of individual concepts to consumer decision-making. For those studying consumer behavior and/or marketing.

Battleground Michael Walden
2007 More than 70
alphabetically arranged entries
highlight the most

controversial issues in business, from globalization and corporate scandals to racial and gender discrimination in the workplace.

Neoliberalism in the Tourism and Hospitality Sector

Nadda, Vipin
2018-10-26 Globalization is increasing interconnectedness and is offering immense opportunities for businesses worldwide. Although it has been taking place for hundreds of years, it has sped up enormously over the last half-century, increasing international trade, greater dependence on the global economy, and freer movement of capital, goods, and services. While globalization can create opportunities for wealth in emerging economies, it still cannot completely close the gap between the world's poorest countries and the world's richest. Many view globalization as a threat to cultural diversity, believing that it can drown out local economies, traditions, and languages and make travel to

certain regions less desirable. Neoliberalism in the Tourism and Hospitality Sector provides innovative insights into the adoption of glocalization as a measure to mitigate the threats posed by globalization within the travel and tourism industries. It is designed for policymakers, researchers, government officials, and marketers considering glocalization as a means to sustain the relevancy of local business and trade.

Functional Foods : Sources and Health Benefits D.

Mudgil 2017-02-01 The objective of this book is to provide complete course related content of functional foods related subjects in ICAR, CSIR and UGC institutions in Food Technology, Dairy Technology, Food & Nutrition, Post Harvest Technology, Agricultural and Food Process Engineering discipline. The book contains fourteen chapters on the topics such as Introduction to Functional Foods, Nutrition for all Ages, Food Fortification, Low Calorie Food, Sports Food, Herbs as Functional Foods,

Prebiotics, Probiotics & Synbiotics, Functional Dairy Products, Role of Cereal in Health Promotion and Disease Prevention, Functional Components from Fruits & Vegetables, Functional Meat Products, Immunomodulatory Response of Fermented Dairy Products, Consumer Response towards Functional Foods. The content of the book will be helpful for B.Tech, M.Tech, M.Sc. & Ph.D. students of above mentioned disciplines. These topics will also be helpful for the students preparing for ICAR-ARS examination as these provide subjective information of the subject.

First Aid for the USMLE Step 1 2019, Twenty-ninth edition Tao Le 2018-12-22 EXCEL ON THE USMLE® STEP 1 WITH HELP FROM THE WORLD'S MOST POPULAR MEDICAL REVIEW BOOK! Trust the First Aid™ team to help you score your highest on this high-stakes exam INSIDER ADVICE FOR STUDENTS FROM STUDENTS

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Co-Branding: Fit Factors Between Partner Brands

Peter Zickermann 2014-09
Firms are continuously looking for new opportunities to exploit and leverage their existing brands to achieve business growth. In the past, companies

have leveraged their 'most important asset' (brands) through brand and line extensions. Nowadays, the most recent trend for capitalizing on brands is called 'Co-Branding' in which two or more brands are presented jointly to the consumer, forming a new product or service offering. This new branding strategy promises many benefits, especially for companies operating internationally with strong global brands. This study is about the perception of 'fit' between two partner brands in a co-branding venture. Previous studies have already identified that a perceived fit between partner brands leads to a positive evaluation of the co-branded offering by consumers. But why are some brands perceived as fitting together by consumers and others are not? To answer this question, this study investigates which factors (e.g. similar price level, target group, product category) lead to a perceived fit between partner brands by consumers.

Introduction to Marketing

Johan Strydom 2005-09 With a full explanation on the basic principles of marketing, this guidebook helps readers answer such questions as What is marketing? What is a marketing forecast? and What is the best way to conduct

market research? Written by professionals for students and entrepreneurs, this text also features international case studies, numerous up-to-date examples of the latest developments and trends in marketing, and tried and tested information that helps students learn.