# Chapter 3: References

Arabie, P. and L.J. Hubert (1994), “Cluster Analysis in Marketing Research”, in: R.P.Bagozzi (Ed.), Advanced Methods in Marketing Research, Cambridge, Blackwell, pp.160-189.

Arabie, P., J.D. Carroll, W.S. DeSarbo, and Y. Wind (1981), “Overlapping Clustering: A new Method for Product Positioning”, Journal of Marketing Research, 18, pp. 310-317.

Arnould E J and Wallendorf M (1994), “Market-Oriented Ethnography: Interpretation Building and Marketing Strategy Formulation”, Journal of Marketing Research, Nov, 484 – 504.

Atkin C K (1978), “Observation of parent-Child Interaction in Supermarket Decision-Making”, Journal of Marketing, 41 – 45.

Baker, J., Grewal, D., Levy, L., Parasuraman, A., Glenn, B., 2002. The influence of multi-store environmental clues on perceived merchandise value and patronage intentions. Journal of Marketing 66, 120-141.

Brown S and Reid R (1997), "Shoppers on the Verge of a Nervous Breakdown", in Consumer Research: Postcards from the Edge, Stephen Brown and Darach Turley (Eds.), Routledge: London and New York, 79 - 149.

Cox K (1964), “The Responsiveness of Food Sales to Supermarket Shelf Space Changes”, Journal of Marketing Research, Vol. 1, 63 – 67.

Cox K (1964), “The Responsiveness of Food Sales to Supermarket Shelf Space Changes”, Journal of Marketing Research, Vol. 1, 63 – 67.

Darian J C (1998), “Parent-Child Decision Making in Children’s Clothing Stores”, International Journal of Retail and Distribution Management, Vol. 26 (11), 421 – 428.

Dobni*,* Dawn; Zinkhan, George M. “In Search of Brand Image: A Foundation Analysis” Advances in Consumer Research, 1990, Vol. 17 Issue 1, 110-119

Donovan, R.J., Rossiter, J.R., Marcoolyn, G., Nesdale, A., 1994. Store atmosphere and purchasing behaviour. Journal of Retailing 70 (3), 283-294.

Doyle, Peter; Fenwick, Ian “How Store Image Affects Shopping Habits in Grocery Chains”, Journal of Retailing, Winter 1974-75, Vol.50, 39-52

Fishbein, Martin, and Icek Ajzen (1975), Belief, Attitude, Intention, and Behavior ; An Introduction to theory and Research, New York, NY; Addison-Wesley.

Foxall, G.R., 1998. Intention versus context in consumer psychology. Journal of Marketing Management 14, 29-62.

Foxall, G.R., 2000. Contextual stance in consumer research. European Journal of Marketing 34 (7), 768-779.

Gentry, James W., and Alvin C. Burns (1977-78), "How important are evaluative criteria in shopping center patronage," Journal Of Retailing, Vol.53 (4), Pp.73-86,94-95.

Granbois D H (1968), “Improving the Study of Consumer In-store Behaviour”, Journal of Marketing, Vol. 32, October, 28 – 33.

Hansen, Robert A.; Deutscher, Terry “An Empirical Investigation of Attribute Importance in Retail Store Selection” Journal of Retailing, Winter 1977/78, Vol. 53 Issue 4, 59-73

Hibbert, S., Tagg, S.K., 2001. Shopping motivation: investigating the shopping process and outcomes of the retail experience at craft fair. Journal of Marketing Management 17, 341-366.

Hicks J W and Kohl R L (1955), “Memomotion Study as a Method of Consumer Study”, Journal of Marketing, Vol 20, October, 168 – 170.

Hortman, Sandra McCurley, Arthur W, Allaway, J. Barry Mason, and John Rasp (1990), "Multisegment Analysis of Supermarket Patronage," Journal of Business Research, Vol.21, Pp.209-223.

Howell, Roy D., and Jerry D. Rogers (1983), "The estimation of patronage models in the presence of inter-individual heterogeneity and non-generic attributes", in William R Darden and Robert F. Lusch, (eds.), Patronage Behavior and Retail Management, New York, NY: North-Holland.

Hruschka, H (1986), "Market Definition and Segmentation using fuzzy clustering methods," International Journal of Research in Marketing, Vol.3, Pp.117-134.

Kollat D T and Willet R P, “Customer Impulse Purchase Behaviour”, Journal of Marketing Research, Vol. 4, February, 21 – 31.

Martineau*,* Pierre “The Personality of the Retail Store” Harvard Business Review,Jan/Feb 1958, Vol. 36 Issue 1, 47-55

Otnes, C., McGrath, M.A., 2001. Perceptions and realities of male shopping behaviour. Journal of Retailing 77, 111-137.

Rubens W (1975), “Camouflage Can Be Made to Do Double Work”, Journal of Marketing, Vol. 39, January, 81 – 84.

Shim, S., & Kotsiopulos, A. (1992). Patronage behavior of apparel shopping: Part I.Testing a patronage model of consumer behavior. Clothing and Textiles Research Journal, 10(2), 48-57.

Shim, S., & Kotsiopulos, A. (1992). Patronage behavior of apparel shopping: Part II.Testing a patronage model of consumer behavior. Clothing and Textiles Research Journal, 10(2), 58-65.

Sinha,P.K., and Uniyal, D.P., (2005), “Using observational research for behavioural segmentation of shoppers”, Journal of Retailing and Consumer Services, 12 (1), 35-48.

Sirgy, M. Joseph; J.S. Johar; A.C. Samli; C.B. Clairborne “Self-Congruity Versus Functional Congruity: Predictors of Consumer Behavior” Journal of the Academy of Marketing Science; 1991 Vol. 19 Issue 4, 363-378

Solvic, Paul and Sarah Lichtenstein (1971), "Comparison of Bayesian and Regression Approaches to the study of Information Processing in Judgement," Organizational Behavior and Human Performance, 6, 649-744.

Srivastava, Rajendran K (1981), "Using-Situational Influences on perceptions of Product markets: Theoretical and Empirical Results," in Kent B. Monroe, (ed), Advances in Consumer Research, Vol. 8, Chicago, IL; Association of consumer research.

Tai S H C and Fung A M C (1997), “Application of Environmental Psychology Model to In-store Buying Behaviour”, ”, International Review of Retail, Distribution and Consumer Research, Vol. 7 (4), 311 – 337.

Underhill P (1999), “Why we Buy: The Science of Shopping”, Simon and Schuster

Verhallen, Theo M. M., and Gert - Jan DeNooy (1982), "Retail attribute sensitivity and shopping patronage," Journal of Economic Psychology, Vol.2, Pp.39-55.

Wedel, M. and W. A. Kamakura (1998), “Market Segmentation: Conceptual and Methodological Foundations”, International Series in Quantitative Marketing, Kluwer Academic Publishers, Dodrecht, the Netherlands.

Wedel, M. and W. A. Kamakura (1998), “Market Segmentation: Conceptual and Methodological Foundations”, International Series in Quantitative Marketing, Kluwer

Academic Publishers, Dodrecht, the Netherlands.

Wells W and LoSciuto L (1966), “Direct Observation of Shopper Behaviour”, Journal of Marketing, Vol. 3, August, 227 – 233.

Wimmer K and Stiles J (2001), “The Observational Research Handbook: Understanding How Consumer Live with Your Products”, Journal of Advertising Research, Jan – Feb, 91 – 93.