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This book reflects the current thinking and research on how consumers' perception of product risks and benefits affects their behavior. It provides the scientific, regulatory and industrial research community with a conceptual and methodological reference point for studies on consumer behavior and marketing. The contributions address various aspects of consumer psychology and behavior, risk perception and communication, marketing research strategies, as well as consumer product regulation. The book is divided into 4 parts: Product risks; Perception of product risks and benefits; Consumer behavior; Regulation and responsibility.

Taste is a core concept for the social sciences and an orienting notion in everyday practice. It is of equal relevance to academics and laypeople alike. Theorizations of taste are frequently multi-disciplinary, bringing an opportunity to cross-fertilize ideas and concepts. At the same time, a reader, challenged by the diverse body and dispersed nature of theories on taste, needs guidance navigating the literature and framing areas of interest. Until

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now, those interested in an academic perspective on the concept have had to traverse a wide range of literature. This is the first book that assembles a range of writings on taste from across disciplines to provide the reader with a sense of the emerging and expanding boundaries of this field of study. *Taste, Consumption and Markets* offers a comprehensive and up-to-date review of taste, with an emphasis on how taste shapes boundaries, subcultures, and global culture, complemented by an introduction that provides a scaffold for the reader and a concluding section that reflects on the past, present, and future of research on taste. It shows the latest state of knowledge on the topic and will be of interest to students at an advanced level, academics, and reflective practitioners. It addresses the topics with regard to the sociology of taste and consumption and will be of interest to researchers, academics, and students in the fields of consumer studies, consumption ethics, sociological perspectives on consumption, and cultural studies.

*Global Perspectives in Cross-Cultural and Cross-National Consumer Research* deals with several important issues crucial for greater understanding of international and cross-cultural consumer behavior. This understanding in turn can provide international marketers with valuable insights, such as conditions under which globalization may or may not work. The coverage in this book is interdisciplinary in nature, and the chapters discuss several constructs (intermediary variables, processes, and also other environmental influences) related to social, personal, and psychological components or consequences of culture. The book begins with a conceptual model of the effect of culture on consumer behavior, with the components and consequences of the cultural influences clearly identified in terms of social, personal, and psychological factors. The following chapters discuss general issues related to globalization and standardization, present conceptual approaches to propositions relating to multicultural contexts, and address consumer complaining behavior and responses to advertising. There are five chapters on empirical and methodological studies conducted in specific pairs of countries, with data obtained from Canada, Denmark, Japan, Germany, Poland, Romania, and the United States. In presenting readers with new information, *Global Perspectives in Cross-Cultural and Cross-National Consumer Research* spans these specific topics: the nature of cultural influence on consumer behavior globalization versus customization of international marketing strategy individualism versus collectivism right versus left symbolism product involvement consumer response to information technology interdependent versus independent cultures The contributors are well-known scholars in the international/cross-cultural marketing field; their chapters present state-of-the-art developments in this area. The coverage of the material is interdisciplinary in nature and is likely to benefit a broad audience, especially academic researchers in international or cross-cultural consumer research and librarians of research-oriented schools, universities, or organizations.

*Gendering Theory in Marketing and Consumer Research* showcases state-of-the-art scholarship on gender in the field of marketing and consumer research. The book presents seven original contributions by a group of internationally renowned academics, who take up the task of theorising gender and gendering theory in new ways, accommodating recent intersectional, material-discursive, and practice-oriented theorisations. Connecting the study of marketing and consumer behaviour to different theoretical perspectives on gender, the contributors explore and critically examine the gendered nature and dimensions of contemporary marketplace activity. Through innovative conceptual development and insightful empirical analyses, the book offers important scholarly contributions to the literature on gender, marketing, and consumer research, and advances our understanding of gender as lived experience and socially regulated performance. It also frequently employ an intersectionalist perspective, theorising gender as only a part of one's subject position, which is constituted by mutually reinforcing categories. The book will be essential reading for students, scholars, and practitioners who are interested in the implications and contemporary manifestations of gender as a cultural category in the marketplace. This book was originally published as a special issue of the *Journal of Marketing Management*.

*Contemporary Consumer Culture Theory* contains original research essays written by the premier thought leaders of the discipline from around the world that reflect the maturation of the field Customer Culture Theory over the last decade. The volume seeks to help break down the silos that have arisen in disciplines seeking to understand consumer culture, and speed both the diffusion of ideas and possibility of collaboration across frontiers. *Contemporary Consumer Culture Theory* begins with a re-evaluation of some of the fundamental notions of consumer behaviour, such as self and other, branding and pricing, and individual vs. communal agency then continuing with a reconsideration of role configurations as they affect consumption, examining in particular the ramifications of familial, gender, ethnic and national aspects of consumers' lived experiences. The book move on to a reappraisal of the state of the field, examining the rhetoric of inquiry, the reflexive history and critique of the discipline, the prospect of redirecting the effort of inquiry to practical and humanitarian ends, the neglected wellsprings of our intellectual heritage, and the ideological underpinnings of the evolving construction of the concept of the brand. *Contemporary Consumer Culture Theory* is a reflective assessment, in theoretical, empirical and evocative keys, of the state of the field of consumer culture theory and an indication of the scholarly directions in which the discipline is evolving providing reflection upon a rapidly expanding discipline and altered consumption-scapes by some of its prime movers.

Consumption research is burgeoning across a wide range of disciplines. The *Routledge Handbook on Consumption* gathers experts from around the world to provide a nuanced overview of the latest scholarship in this expanding field. At once ambitious and timely, the volume provides an ideal map for those looking to position their work, find new analytic insights and identify research gaps. With an intuitive thematic structure and resolutely international outlook, it engages with theory and methodology; markets and businesses; policies, politics and the state; and culture and everyday life. It will be essential reading for students and scholars across the social and economic sciences.

"Tell me what you eat, I'll tell you who you are," said Anthelme Brillat-Savarin. Today, "You are what you consume" is more apt. Barbara Krueger's ironic twist of Descartes - "I shop therefore I am" - has lost its irony. Such phrases have become commonplace descriptions of our identity in the contemporary world. In our materialistic world it seems as if there is no debate that our consumption behaviour is fused with our self-identity - shaping it, changing it and often challenging it. The *Routledge Companion to Identity and Consumption* introduces the reader to state-of-the-art research, written by the world's leading scholars regarding the interplay between identity and consumption. The book addresses the diverse issues regarding the ways identity affects our consumption behaviour and vice-versa and in doing so, presents a broad perspective on the dynamics of self-identity and consumption. With chapters discussing the theory, research and practical implications of these dynamics, including the way they change across our life span and their expression within different social, cultural and religious contexts, this book will be a valuable reference source for students and academics from a variety of disciplines.

Consumer behaviour is more than buying things; it also embraces the study of how having (or not having) things affects our lives and how possessions influence the way we feel about ourselves and each other - our state of being. The 3rd edition of *Consumer Behaviour* is presented in a contemporary framework based around the buying, having and being model and in an Australasian context. Students will be engaged and excited by the most current

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research, real-world examples, global coverage, managerial applications and ethical examples to cover all facets of consumer behaviour. With new coverage of Personality and incorporating real consumer data, Consumer Behaviour is fresh, relevant and up-to-date. It provides students with the best possible introduction to this fascinating discipline.

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