Consumer Behavior Analysis

(A) Rational Approach to Consumer Choice

Edited by
Donald A. Hantula and Victoria K. Wells
CONTENTS

8. Consumer Brand Choice: Money Allocation as a Function of Brand Reinforcing Attributes
   Jorge M. Oliveira-Castro, Gordon R. Foxall and Victoria K. Wells

9. Market Segmentation From a Behavioral Perspective
   Victoria K. Wells, Shing Wan Chang,
   Jorge M. Oliveira-Castro and John Pallister

    Asle Fagerstrøm

11. The Effects of a Point-of-Purchase Display on Relative Sales: An In-Store Experimental Evaluation
    Valdimar Sigurdsson, Halldor Engilbertsson and Gordon R. Foxall

12. In-Store Experimental Approach to Pricing and Consumer Behavior
    Valdimar Sigurdsson, Gordon R. Foxall and Hugi Saevarsson

13. Trick or Treat? An Examination of Marketing Relationships in a Nondeceptive Counterfeit Market
    Sarah Hong Xiao and Michael Nicholson

14. From Job Analysis to Performance Management: A Synergistic Rapprochement to Organizational Effectiveness
    Charles R. Crowell, Donald A. Hantula and Kari L. McArthur

15. From Producers to Consumers: A Research Agenda for Consumer Behavior Analysis
    Donald A. Hantula

Index