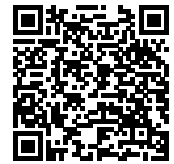


BUSMGT 752 - Understanding Consumers

[View Online](#)

'10 Ways to Convert More Customers Using Psychology (Infographic)', n.d.
<https://www.entrepreneur.com/article/240661>.

Anderson, David R., Dennis J. Sweeney, and Thomas A. Williams. Modern Business Statistics with Microsoft Office Excel. 4th ed. Mason, OH: South-Western Cengage Learning, 2012.

'Case 1-1 Starbucks: Going Global Fast'. McGraw-Hill, 2011.
http://highered.mheducation.com/sites/dl/free/007352994x/862122/case_1_1_Sratbucks_Going_Global_Fast.pdf.

'Case Study - Australian Surfing', n.d.
http://www.ausport.gov.au/__data/assets/pdf_file/0006/580911/P_and_SS_34122_Surfing_Case_Study_AUG15.pdf.

Coakes, Sheridan J., and Clara Ong. SPSS: Analysis without Anguish : Version 18.0 for Windows. Version 18.0. Milton, Qld: John Wiley & Sons Australia, 2011.

'Cross Tabulation 1: Cross Tabulation Theory.', n.d.
<https://www.qualtrics.com/wp-content/uploads/2013/05/Cross-Tabulation-Theory.pdf>.

'Culture as an Iceberg: Intercultural Training Exercise Pack', n.d.
<http://www.culturewise.net/wp-content/uploads/2013/05/Cultural-awareness-training-exercise-pack.pdf>.

Hair, Joseph F., Bryan Lukas, Ken Roberts, and Sharon Lee-Lukas. Marketing Research. 4th edition. North Ryde, N.S.W.: McGraw-Hill Education, 2014.

Hanna, Nessim, Richard Wozniak, and Margaret Hanna. Consumer Behavior: An Applied Approach. 4th ed. Dubuque, IA: Kendall Hunt Publishing Company, n.d.

———. Consumer Behavior: An Applied Approach. 4th ed. Dubuque, IA: Kendall Hunt Publishing Company, n.d.

Martin, Concannon, and Aron Levin. 'GATORADE VS. POWERADE: DOES SWEETENER CHOICE ADD ENERGY TO SALES?', n.d.
<http://www.cornnaturally.com/CornNaturally/media/Interior/Gated%20PDF/sports-drink-case-study.pdf?ext=.pdf>.

'Multiple Regression H1: Multiple Linear Regression Analysis Using Microsoft Excel', n.d.
<http://chemistry.oregonstate.edu/courses/ch361-464/ch464/RegrssnFnl.pdf>.

'Multiple Regression H2: Chapter 4 - Introduction to Multiple Regression', n.d.
http://www.biddle.com/documents/bcg_comp_chapter4.pdf.

'Nivea - How to Market Research Supports the New Product Development Process.', n.d.
<http://www.ipd.uic.edu/IPD/2015-16-CAT/public/handouts/Mktg477NiveaMktResearchCase.pdf>.

'Nivea. Developing a Marketing Plan', n.d.
[http://www.ices-study.org/WhatIsEntrepreneurship/CaseStudies/\(case%20study\)%20nivea.pdf](http://www.ices-study.org/WhatIsEntrepreneurship/CaseStudies/(case%20study)%20nivea.pdf).

Sarstedt, Marko, and Erik Mooi. A Concise Guide to Market Research: The Process, Data, and Methods Using IBM SPSS Statistics. Second edition. Vol. Springer texts in business and economics. Berlin: Springer, 2014.
http://link.springer.com.ezproxy.auckland.ac.nz/chapter/10.1007/978-3-642-53965-7_9.

Schiffman, Leon G, and Joseph Wisenblit. Consumer Behavior. Eleventh edition. Global edition. French's Forest, NSW: Pearson Australia, 2014.

———. Consumer Behavior. Eleventh edition. Global edition. French's Forest, NSW: Pearson Australia, 2014.

Solomon, Michael R. Consumer Behavior: Buying, Having, and Being. 7th ed. Pearson Prentice Hall, 2007.

———. Consumer Behavior: Buying, Having, and Being. Eleventh Edition. Boston: Pearson, 2015.

———. Consumer Behavior: Buying, Having, and Being. Eleventh Edition. Boston: Pearson, 2015.

———. Consumer Behavior: Buying, Having, and Being. Eleventh Edition. Boston: Pearson, 2015.

———. Consumer Behavior: Buying, Having, and Being. 11th ed., Global ed. Harlow: Pearson Education, n.d.

———. Consumer Behavior: Buying, Having, and Being. 11th ed., Global ed. Harlow: Pearson Education, n.d.

———. Consumer Behavior: Buying, Having, and Being. 11th ed., Global ed. Harlow: Pearson Education, n.d.

Solomon, Michael R., Greg W. Marshall, and Elnora W. Stuart. Marketing: Real People, Real Choices. Global edition, Eighth edition. Boston: Pearson, 2015.

'SurveyMonkey - NPS Net Promoter Score', n.d.
<https://www.surveymonkey.com/mp/net-promoter-score/>.

'Unilever Case Study', n.d.
http://www.digitaltrainingacademy.com/casestudies/Unilever_CaseStudy.pdf.

Winston, Wayne L. Marketing Analytics: Data-Driven Techniques with Microsoft Excel. Indianapolis, Indiana: John Wiley & Sons, Incorporation, 2014.
<http://site.ebrary.com/lib/auckland/reader.action?ppg=57&docID=10827571&tm=1463525659590>.

———. Marketing Analytics: Data-Driven Techniques with Microsoft Excel. Indianapolis, Indiana: John Wiley & Sons, Incorporation, 2014.
<http://site.ebrary.com.ezproxy.auckland.ac.nz/lib/auckland/reader.action?ppg=627&docID=10827571&tm=1473375253236>.

———. Marketing Analytics: Data-Driven Techniques with Microsoft Excel. Indianapolis, Indiana: John Wiley & Sons, Incorporation, 2014.
<http://site.ebrary.com/lib/auckland/reader.action?ppg=209&docID=10827571&tm=1463522688020>.

———. Marketing Analytics: Data-Driven Techniques with Microsoft Excel. Indianapolis, Indiana: John Wiley & Sons, Incorporation, 2014.
<http://site.ebrary.com.ezproxy.auckland.ac.nz/lib/auckland/reader.action?ppg=295&docID=10827571&tm=1463360723205>.

———. Marketing Analytics: Data-Driven Techniques with Microsoft Excel. Indianapolis, Indiana: John Wiley & Sons, Incorporation, 2014.
<http://site.ebrary.com.ezproxy.auckland.ac.nz/lib/auckland/reader.action?ppg=685&docID=10827571&tm=1473376400419>.

———. Marketing Analytics: Data-Driven Techniques with Microsoft Excel. Indianapolis, Indiana: John Wiley & Sons, Incorporation, 2014.
<http://site.ebrary.com/lib/auckland/reader.action?ppg=409&docID=10827571&tm=1463360862593>.