

BUSMGT 752 - Understanding Consumers

[View Online](#)

1.

Unilever Case study [Internet]. Available from:
http://www.digitaltrainingacademy.com/casestudies/Unilever_CaseStudy.pdf

2.

Solomon MR. Consumer behavior: buying, having, and being. Eleventh Edition. Boston: Pearson; 2015.

3.

Nivea - How to market research supports the new product development process. [Internet]. Available from:
<http://www.ipd.uic.edu/IPD/2015-16-CAT/public/handouts/Mktg477NiveaMktResearchCase.pdf>

4.

Hair JF, Lukas B, Roberts K, Lee-Lukas S. Marketing research. 4th edition. North Ryde, N.S.W.: McGraw-Hill Education; 2014.

5.

SurveyMonkey - NPS Net promoter score [Internet]. Available from:
<https://www.surveymonkey.com/mp/net-promoter-score/>

6.

Cross Tabulation 1: Cross Tabulation Theory. [Internet]. Available from:
<https://www.qualtrics.com/wp-content/uploads/2013/05/Cross-Tabulation-Theory.pdf>

7.

Winston WL. Marketing analytics: data-driven techniques with Microsoft Excel [Internet]. Indianapolis, Indiana: John Wiley & Sons, Incorporation; 2014. Available from:
<http://site.ebrary.com/lib/auckland/reader.action?ppg=57&docID=10827571&tm=1463525659590>

8.

Coakes SJ, Ong C. SPSS: analysis without anguish : version 18.0 for windows. Version 18.0. Milton, Qld: John Wiley & Sons Australia; 2011.

9.

Solomon MR. Consumer behavior: buying, having, and being. Eleventh Edition. Boston: Pearson; 2015.

10.

Winston WL. Marketing analytics: data-driven techniques with Microsoft Excel [Internet]. Indianapolis, Indiana: John Wiley & Sons, Incorporation; 2014. Available from:
<http://site.ebrary.com.ezproxy.auckland.ac.nz/lib/auckland/reader.action?ppg=627&docID=10827571&tm=1473375253236>

11.

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

12.

Hanna N, Wozniak R, Hanna M. Consumer behavior: an applied approach. 4th ed. Dubuque, IA: Kendall Hunt Publishing Company;

13.

Hanna N, Wozniak R, Hanna M. Consumer behavior: an applied approach. 4th ed. Dubuque, IA: Kendall Hunt Publishing Company;

14.

Winston WL. Marketing analytics: data-driven techniques with Microsoft Excel [Internet]. Indianapolis, Indiana: John Wiley & Sons, Incorporation; 2014. Available from: <http://site.ebrary.com/lib/auckland/reader.action?ppg=209&docID=10827571&tm=1463522688020>

15.

Multiple Regression H1: Multiple Linear Regression analysis using Microsoft Excel [Internet]. Available from: <http://chemistry.oregonstate.edu/courses/ch361-464/ch464/RegrssnFnl.pdf>

16.

Multiple Regression H2: Chapter 4 - Introduction to Multiple Regression [Internet]. Available from: http://www.biddle.com/documents/bcg_comp_chapter4.pdf

17.

Solomon MR. Consumer behavior: buying, having, and being. Eleventh Edition. Boston: Pearson; 2015.

18.

Schiffman LG, Wisenblit J. Consumer behavior. Eleventh edition. Global edition. French's Forest, NSW: Pearson Australia; 2014.

19.

Anderson DR, Sweeney DJ, Williams TA. Modern business statistics with Microsoft Office Excel. 4th ed. Mason, OH: South-Western Cengage Learning; 2012.

20.

Winston WL. Marketing analytics: data-driven techniques with Microsoft Excel [Internet]. Indianapolis, Indiana: John Wiley & Sons, Incorporation; 2014. Available from: <http://site.ebrary.com.ezproxy.auckland.ac.nz/lib/auckland/reader.action?ppg=295&dclid=10827571&tm=1463360723205>

21.

10 Ways to Convert More Customers Using Psychology (Infographic) [Internet]. Available from: <https://www.entrepreneur.com/article/240661>

22.

Solomon MR. Consumer behavior: buying, having, and being. 11th ed., Global ed. Harlow: Pearson Education;

23.

Solomon MR. Consumer behavior: buying, having, and being. 11th ed., Global ed. Harlow: Pearson Education;

24.

Winston WL. Marketing analytics: data-driven techniques with Microsoft Excel [Internet]. Indianapolis, Indiana: John Wiley & Sons, Incorporation; 2014. Available from: <http://site.ebrary.com.ezproxy.auckland.ac.nz/lib/auckland/reader.action?ppg=685&dclid=10827571&tm=1473376400419>

25.

Solomon MR. Consumer behavior: buying, having, and being. 11th ed., Global ed. Harlow: Pearson Education;

26.

Culture as an Iceberg: Intercultural Training Exercise Pack [Internet]. Available from: <http://www.culturewise.net/wp-content/uploads/2013/05/Cultural-awareness-training-exercise-pack.pdf>

27.

Winston WL. Marketing analytics: data-driven techniques with Microsoft Excel [Internet]. Indianapolis, Indiana: John Wiley & Sons, Incorporation; 2014. Available from: <http://site.ebrary.com/lib/auckland/reader.action?ppg=409&docID=10827571&tm=1463360862593>

28.

Sarstedt M, Mooi E. A Concise Guide to Market Research: the process, data, and methods using IBM SPSS statistics. [Internet]. Second edition. Vol. Springer texts in business and economics. Berlin: Springer; 2014. Available from: http://link.springer.com.ezproxy.auckland.ac.nz/chapter/10.1007/978-3-642-53965-7_9

29.

Schiffman LG, Wisenblit J. Consumer behavior. Eleventh edition. Global edition. French's Forest, NSW: Pearson Australia; 2014.

30.

Case 1-1 Starbucks: Going Global Fast [Internet]. McGraw-Hill; 2011. Available from: http://highered.mheducation.com/sites/dl/free/007352994x/862122/case_1_1_Starbucks_Going_Global_Fast.pdf

31.

Case Study - Australian surfing [Internet]. Available from: http://www.ausport.gov.au/__data/assets/pdf_file/0006/580911/P_and_SS_34122_Surfing_Case_Study_AUG15.pdf

32.

Solomon MR. Consumer behavior: buying, having, and being. 7th ed. Pearson Prentice Hall; 2007.

33.

Nivea. Developing a marketing plan [Internet]. Available from:

[http://www.ices-study.org/WhatIsEntrepreneurship/CaseStudies/\(case%20study\)%20nivea.pdf](http://www.ices-study.org/WhatIsEntrepreneurship/CaseStudies/(case%20study)%20nivea.pdf)

34.

Solomon MR, Marshall GW, Stuart EW. Marketing: real people, real choices. Global edition, Eighth edition. Boston: Pearson; 2015.