

Consumer behaviour annotated bibliography

[Psychology](#), [Behaviorism](#)



In this article Anisimova investigates the influence of corporate brand on attitudinal and behavioural consumer loyalty. The author uses data gained through a questionnaire distributed through a participating car manufacturer to try to identify corporate brand attributes and consumer loyalty. Their research focuses on five hypotheses that related each corporate brand dimensions to consumer loyalty. The article is useful to my topic, because it identifies linkages between attitude and behaviour can be increased through brand personality.

It also identifies that core values and personality are important paths to consumer loyalty. The main limitation of the article is that the research focused on one industry only (car industry), where brand loyalty is easier to determine. Thus the author indicate that further, more extensive, research needs to be undertaken to develop a more in-depth understanding of branding strategies in wider industries would be beneficial. This article will not form the basis of my research; however it will be useful supplementary information. Kaltcheva, V. D. and Parasuraman, A. 009, ' Personality-Relatedness and Reciprocity Framework for Analyzing Retailer-Consumer Interactions', *Journal of Business Research*, Vol 62, Iss 6, pp 601 - 608 This article investigates four relational models for classifying retailer-consumer interactions to define the Personality-Relatedness and Reciprocity relational framework. The article investigates the use of this framework to identify target relational positioning, analyse actual relational positioning, formulate strategies to reach target and assess the effectiveness of these strategies.

The article is useful to my topic, because it identifies the importance consumers place on retailer's personality and the difference between

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consumer's and retailer's outcomes. The main limitation of the article is that the research is at an intermediate level that will inform propositions for future research. This article will not form the basis of my research; however it will be useful supplementary information. Capelli, S. and Helme-Guizon, A. , 2008, ' Temperament: Measurement and Impact on Consumer Behaviour', *Recherche et Applications en Marketing*, Vol 23, Iss 1.

This article translates a measurement tool for temperament. The authors compare personality traits, and explores how it impacts on purchasing behaviours. The author uses data gained through a questionnaire distributed through a participating car manufacturer to try to identify corporate brand attributes and consumer loyalty. Their research focuses on five hypotheses that related each corporate brand dimensions to consumer loyalty. The article is useful to my topic, because it identifies linkages between attitude and behaviour can be increased through brand personality.

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