

Effects Of Self Congruity And Functional Congrillty On

This volume includes the full proceedings from the 1992 Academy of Marketing Science (AMS) Annual Conference held in San Diego, California. The research and presentations offered in this volume cover many aspects of marketing science including marketing strategy, consumer behavior, international marketing, retailing, marketing education, among others. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Handbook of Perception, Volume II: Psychophysical Judgment and Measurement brings together a very large, diverse, and widely scattered literature on human perception, with emphasis on psychophysical judgement and measurement. The book reviews the history of research on choice, judgement, and measurement in order to provide a background for contemporary work. This volume is organized into five sections encompassing 14 chapters and begins with a historical background on psychophysics and the evolution of thinking about the central measurement problem in judgement. The basic psychological context in which choice and judgement occur is considered next, touching on topics such as the problem of information selection and the sources of bias and variability in judgemental processes in relation to memory. The chapters that follow discuss the theoretical frame of measurement models and their applications. In particular, examples of algebraic fundamental measurement, algebraic derived measurement, and probabilistic derived measurement are given. The book also introduces the reader to various psychophysical scaling methods and theories of scaling. This book will serve as a basic source and reference work for psychologists and natural scientists, as well as for anyone in the arts or sciences or those who are interested in human perception.

This unique handbook maps the growing field of consumer psychology in its increasingly global context. With contributions from over 70 scholars across four continents, the book reflects the cross-cultural and multidisciplinary character of the field. Chapters relate the key consumer concepts to the progressive globalization of markets in which consumers act and consumption takes place. The book is divided into seven sections, offering a truly comprehensive reference work that covers: The historical foundations of the discipline and the rise of globalization The role of cognition and multisensory perception in consumers' judgements The social self, identity and well-being, including their relation to advertising Social and cultural influences on consumption, including politics and religion Decision making, attitudes and behaviorally based research Sustainable consumption and the role of branding The particularities of online settings in framing and affecting behavior The Routledge International Handbook of Consumer Psychology will be essential reading for anyone interested in how the perceptions, feelings and values of consumers interact with the decisions they make in relation to products and services in a global context. It will also be key reading for students and researchers across psychology and marketing, as well as professionals interested in a deeper understanding of the field.

Self-Congruity provides a comprehensive understanding of the self-concept, integrating the many references to it in the psychological literature. Using his previous findings, the author considers cognitive-versus-affective phenomena, and intrapersonal, interpersonal, situational, and analytic modes. He then applies his integrated theory to the problem of change in self-concept and behavior.

This volume includes the full proceedings from the 2011 World Marketing Congress held in Reims, France with the theme The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World. The focus of the conference and the enclosed papers is on marketing thought and practices throughout the world. This volume resents papers on various topics including marketing management, marketing strategy, and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.?

Using contemporary examples of business and management research, predominantly within the context of India, this book offers numerous tools and techniques which can be applied to a diverse range of research needs. Topics discussed include: research designs, sampling, interviews, focus groups, case study research and mixed method research.

Though based on an economic transition, retailer-consumer relationship is also influenced by non-economic factors and is a context of social interaction. With the emergence of modern merchandising techniques and a rise in large retail companies, consumers have become increasingly vigilant of practice within the retail industry. Handbook of Research on Retailer-Consumer Relationship Development offers a complete and updated overview of various perspectives relating to customer relationship management within the retail industry and stimulates the search for greater integration of these views in further research. Offering different angles to analyze the exchange between the retailer and the consumer, this handbook is a valuable tool for professionals and scholars seeking to upgrade their knowledge, as well as for upper-level students.

This research was initiated from two questions: what personality San Antonio has as a tourist destination despite its being an inanimate object and what relationships there are among destination personality, self-congruity, and visitors' intentions. A conceptual framework was employed based on these questions, and this research focused on the generation of the destination personality of San Antonio and how destination personality and self-destination congruity influence visitors' intentions. Data were collected from students (n=143) at Texas A&M University in consideration of Texas residents who have visited San Antonio as the focal population for this research. A personality scale consisting of 31 items for San Antonio was first developed from a preliminary survey (n=19), which were then included in a main

survey for the measurement of destination personality. Using an exploratory factor analysis, destination personality dimensions were generated with the 31 personality traits. Finally, five personality dimensions were extracted with 25 traits. The five personality dimensions were: competence, sincerity, culture, excitement, and vibrancy. Three of five dimensions were found in Aaker's (1997) scale: competence, sincerity, and excitement. The dimension of culture was specific to San Antonio, while the dimension of vibrancy was found in another destination personality study. In this research, six hypotheses regarding the relationships among destination personality, self-congruity, and visitors' intentions were tested using a multiple regression analysis. The results indicated that: (1) hypotheses 1 and 2, destination personality will have a positive impact on visitors' intentions to return and to recommend, were supported in part; (2) hypotheses 3 and 4, four types of self-congruity (actual, ideal, social, and ideal social self-congruity) will have a positive effect on visitors' intentions to return and to recommend, were not supported, but self-congruity as a single dimension was significant; (3) hypotheses 5 and 6, four types of congruity will mediate the relationship between destination personality and intentions to return and to recommend, were not supported, while destination personality as a single dimension was significant in terms of visitors' intentions. The results offered practical implications. First, destination marketers need to focus on the personality of a destination from a marketing perspective. Specifically, destination marketers for San Antonio should place emphasis on sincerity regarding intention to return and sincerity and excitement regarding intention to recommend in order to attract potential visitors to San Antonio. Second, destination marketers should know that there is a connection between destination personality and visitors' personalities. They should make their efforts to market to potential visitors who have personalities that are consistent with the destination's personality. The electronic version of this dissertation is accessible from <http://hdl.handle.net/1969.1/149324>

This volume represents the proceedings of the 3rd Eurasian Conference on Educational Innovation 2020 (ECEI 2020). This conference is organized by the International Institute of Knowledge Innovation and Invention (IIKII), and was held on February 5-7, 2020 in Hanoi, Vietnam. ECEI 2020 provides a unified communication platform for researchers in a range of topics in education innovation and other related fields. This proceedings volume enables interdisciplinary collaboration of science and engineering technologists. It is a fine starting point for establishing an international network in the academic and industrial fields.

Advances in Hospitality and Leisure delivers refreshing insights from a host of scientific studies in the domains of hospitality, leisure and tourism.

As a newcomer to tourism, China has amazed the world with its rapid growth of inbound, outbound, and domestic tourism. Tourists from the Greater China area (Mainland, Hong Kong, Macao, and Taiwan) are well positioned to change the world's tourism landscape. Influence of China in the global tourism arena will be even more significant with the realization of WTO's vision of Mainland China as a top world tourism destination and tourists-generating country by 2020. The preeminent role of Chinese travellers in the social space of tourism has stimulated much interest in understanding their behaviors and psychology in various tourism settings. The chapters in this collection investigate different aspects of Chinese consumer behaviors and psychology in tourism settings. This book was originally published as a special issue of the Journal of China Tourism Research.

Endorsed by Geert Hofstede, this is the only book that explains the relationship between national culture and national differences in crucially important phenomena, such as speed of economic growth, murder rates, and educational achievement in a scientifically rigorous way.

This collection of key articles offers insights across a range of sectors. Some of the things the book will explain include: - The influence of social media on the building of luxury brands - The effect of the consumption of counterfeit luxury goods on identity - The value of brand extension as a strategy in regards to luxury fashion brands

This book contains the full proceedings of the 2015 Academy of Marketing Science World Marketing Congress held in Bari, Italy. The current worldwide business environment is leading marketing scholars and practitioners to reconsider a number of historical and current views of the marketplace and how it functions. Further, determining new marketing theories and practical methods whose effectiveness can be truly measured must be added to the list of current challenges for today and tomorrow. In such a period in marketing history, achieving and managing efficient and effective marketing actions is a necessity. Determining such actions is based on practical experience, solid theory and appropriate research methodology. The enclosed papers focus on new research ideas on vibrant topics that can help academics and practitioners gain new perspectives and insights into today's turbulent marketplace. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

This volume presents the full proceedings of the 2016 Academy of Marketing Science (AMS) World Marketing Congress held in Paris, France. It contains current research in marketing from academics, scholars, and practitioners from around the world. Focusing on advancing marketing theory and practice, this volume will help marketers to move forward in providing value for companies, consumers, and society. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing

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The third, thoroughly revised and enhanced edition of this bestselling book analyses and discusses the most up-to-date research on the psychology of quality of life. The book is divided into six parts. The introductory part lays the philosophical and academic foundation of much of the research on wellbeing and positive mental health, showing the beneficial effects of happy people at work, health, and to society at large. Part 2 (effects of objective reality) describes how sociocultural factors, income factors, other demographic factors, and biological and health conditions affect wellbeing and positive mental health. Part 3 focuses on subjective reality and discusses how individuals process information from their objective environment, and how they manipulate this information that affects wellbeing and positive mental health. Part 4 focuses on the psychology of quality of life specific to life domains, while Part 5 reviews the research on special populations: children, women, the elderly, but also the disabled, drug addicts, prostitutes, emergency personnel, immigrants, teachers, and caregivers. The final part of the book focuses on theories and models of wellbeing and positive mental health that integrate and unify disparate concepts and programs of research. The book addresses the importance of the psychology of quality of life in the context of public policy and calls for a broadening of the approach in happiness research to incorporate other aspects of quality of life at the group, community, and societal levels. It is of topical interest to academics, students and researchers of quality of life, well-being research, happiness studies, psychotherapy, and social policy.

Theory and Practice in Hospitality and Tourism Research includes 111 contributions from the 2nd International Hospitality and Tourism Conference 2014 (Penang, Malaysia, 2-4 September 2014), and covers a comprehensive range of topics, including: - Hospitality management - Hospitality & tourism marketing - Tourism management - Technology & innovation in hospitality & tourism - Foodservice & food safety - Gastronomy The book will be of interest to postgraduate students, academics and professionals involved in the fields of hospitality and tourism.

According to the World Tourism Organization (UNWTO), international tourists engaging in cultural activities accounted for more than 500 million of international tourist numbers in 2017. City tourism relies on culture as a major product, providing benefits not only for interested visitors, but also for the local resident population. New trends in tourism include "experiential tourism", where the interactions between tourists and residents become a key part of the tourism experience and overall customer satisfaction. New technologies and IT applications allow tourists to design their own trip, given the presence of global companies like Trip Advisor, Booking.com and AirBnB. This comprehensive volume explores new trends in cultural tourism, demonstrating how and why culture has become a central factor in tourism. The authors analyse a wide range of relevant issues, including: how heritage-based and cultural tourism could contribute to the sustainability of destinations; the increase of religious travels to and within Arab countries; and how cultural tourism fosters understanding among people and cultures, and could even potentially help to consolidate peace at a regional level. The book also analyses interactions between hosts (the local residents) and guests (the cultural visitors), revisiting the pioneer hippy travelling experiences in Turkey of the 1960s and how they shaped youth culture. This book will be of great interest to students and researchers of cultural tourism. The chapters were originally published in the journal Anatolia.

Business Innovation driven by the advancement of technology has dramatically changed the business landscape over recent years, not only in advanced countries but also in emerging markets. It is expected that business innovation could help achieve economic inclusion, which has been a global initiative over the last decade, creating opportunities for all people to benefit from the economic development. These proceedings provide an outlet for discussing the importance of business innovation, especially in emerging countries in helping to reach inclusive economies. The papers cover the subject areas management, accounting, finance, economics and social sciences.

?This volume includes the full proceedings from the 2013 World Marketing Congress held in Melbourne, Australia with the theme Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing. The focus of the conference and the enclosed papers is on marketing thought and practices throughout the world. This volume resents papers on various topics including marketing management, marketing strategy, and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.?

Effective marketing techniques are a driving force behind the success or failure of a particular product or service. When utilized correctly, such methods increase competitive advantage and customer engagement. Advertising and Branding: Concepts, Methodologies, Tools, and Applications is a comprehensive reference source for the latest scholarly material on emerging technologies, techniques, strategies, and theories for the development of advertising and branding campaigns in the modern marketplace. Featuring extensive coverage across a range of topics, such as customer retention, brand identity, and global advertising, this innovative publication is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

Quality of life (QOL) research in tourism has gained much momentum over the last two decades. Academics working in this area research issues related to tourists and host communities. Practitioners are becoming increasingly interested in understanding the science that allows them to develop better marketing and managerial programs designed to enhance the quality of life of tourists. Tourism bureaus and government agencies are increasingly interested in issues of sustainable tourism, specifically in understanding and measuring the impact of tourism on the quality of life of the residents of the host communities. This handbook covers all relevant topics and is divided into two parts: research relating to travelers/tourists, and research relating to the residents of host communities. It is the only state-of-the-art reference book in its field and will prove invaluable to academics interested in QOL research, as well as tourism practitioners interested in applying the science of QOL in the tourism industry.

Sports marketing has become a cornerstone of successful sports management and business, driving growth in sport organisations and widening fan-bases. Showcasing the latest thinking and research in sports marketing from around the world, the Routledge Handbook of Sports Marketing goes further than any other book in exploring the full range of this exciting discipline. Featuring contributions from world-leading scholars and practitioners from across the globe, the book examines theories, concepts, issues and best practice across six thematic sections—brands, sponsorship, ambush marketing, fans and spectators, media, and ethics and development—and examines key topics such as: consumer behaviour marketing communications strategic marketing international marketing experiential marketing and marketing and digital media Comprehensive and authoritative, the Routledge Handbook of Sports Marketing is an essential reference for any student or researcher working in sport marketing, sport management, sport business, sports administration or sport development, and for all practitioners looking to develop their professional knowledge.

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Unlike other books that focus on the nuts-and-bolts of the negotiation process, this text's conceptual approach draws on psychology, cutting-edge scholarship, and law to create an analytical framework with which students can learn to think about negotiation strategy before applying the framework to specific negotiation problems and contexts. Features: Restructured treatment of the psychology of persuasion Part III framed to emphasize the critical importance of the relationship between negotiators Treatment of "trust" expanded with more discussion of extensive experimental data New treatment of the how to deal with the negative emotions that result from conflict Completely new simulations added to reinforce bargaining zone analysis, persuasion techniques, coping with emotions, and principal-agent relationships in negotiation The purchase of this Kindle edition does not entitle you to receive 1-year FREE digital access to the corresponding Examples & Explanations in your course area. In order to receive access to the hypothetical questions complemented by detailed explanations found in the Examples & Explanations, you will need to purchase a new print casebook.

Based on a comprehensive quantitative study, Julia Sinnig shows that the impact social media influencers have on brand-related outcomes depends on the identification of consumers with social media influencers. Additionally, the cultural characteristics of countries in which consumers live play a significant role as to how consumers' identification with social media influencers impacts their purchase intentions for brands that are advertised by these influencers. Through these conceptually and empirically profound analyses, the author detects interesting implications for the management of brands in the context of social media and brand management. Especially when it comes to choosing the most suitable social media influencer for brand cooperations it is not the origin of fame that counts, but whether customers identify with the influencer in the right way.

Research delivers a multitude of approaches to value creation, represented here as a set of definitions, perspectives and interpretations of how tourists, as customers, create value alone and with others. Now updated throughout, *Creating Experience Value in Tourism, 2nd Edition* provides a clarification of these approaches as well as a practical translation as to how they can work within industry. Concluding with a summary of the areas for future research, this is a key resource for researchers, particularly those interested in experience value and co-creation, as well as a useful read for students of tourism and related industries.

As the field of tourism grows in maturity and scientific sophistication, it is important to fully understand the breadth and depth of vacation experience value. This book evaluates this experience, as it is created and co-created by the tourist engaging in the experience, for himself, other tourists and the tourism firm. Providing a framework to distinguish among key resources or antecedents of customer value, this book also considers consumer behaviour.

Marketers have long observed, or at least assumed, that people buy certain products or brands as a means of expressing themselves. Marketing researchers have studied this phenomenon from the perspective of "self-congruity," assuming that a fit between the consumer's understanding of self (i.e., self-image) and the brand's image (or "brand personality") should drive the consumer's purchase behavior. This stream of research has vigorously explored the relations between the fit (i.e., "self-brand image congruity" or "self-congruity") and various behavioral outcomes. Nonetheless, this research stream has not succeeded in finding clear and strong evidence of the assumed effects on such a vital outcome as emotional brand attachment. Moreover, little research has directly explored the relations between self-congruity and emotional brand attachment. In this context, the main purpose of this dissertation is to shed light on this little understood relationship. Specifically, this research proposes that consumers' brand experience and self-congruity jointly create the strong driving force that directs consumers to an emotional attachment to the brands. Here, brand experience is conceptualized as the positive impact of brand-related stimuli or the "magnitude" of consumer responses to the stimuli that reflects a consumer's past interactions with brands or brand-related information. On the other hand, self-congruity can be understood as the "direction" that indicates which brand image a consumer wants to go with. The existing research has focused exclusively on the "direction." Taking the "magnitude" into account, this research aims to develop the theory that explains the assumed effects of self-congruity on emotional brand attachment as well as clearly demonstrate the effects, by proposing the interaction effects between self-congruity and brand experience. By synthesizing multiple research streams that have been recently growing, a comprehensive explanation was developed to explicate how consumers' perception of self-brand image fit and their past interactions with brands affect the formation of emotional brand attachment. In order to test the hypotheses that were derived from the theory, data were collected from 397 U.S. consumers using an online survey. The proposed interaction effects were clearly detected, along with the direct effects of self-congruity on emotional brand attachment, which the previous study had not been able to identify. The research revealed that brand experience boosts the positive effects of self-congruity on emotional brand attachment.

This book provides a management perspective on the full historical, contemporary, and geographic landscape of hospitality and tourism (H&T) in Africa. In so doing, it critically assesses and challenges the applicability of Western theories within the African context and draws attention to the insights offered by African management concepts. A variety of key topics are examined, including, for example, H&T management practices and management innovation in Africa, the drivers of and variation in uptake of Western management practices, policies and strategies to promote the development of H&T organizations, the influence of management practices on the competitiveness of African countries as tourism destinations, and areas for improvement of H&T organizations in Africa in the digital age. The approach is multidisciplinary. Both local and global perspectives are presented by authors from Africa, Europe, North America, and Asia, with inclusion of intra- and inter-country comparisons. This book will be essential reading for scholars, students, businesses, and policy makers with an interest in H&T in Africa.

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The European Journal of Tourism Research is an open-access academic journal in the field of tourism, published by Varna University of Management, Bulgaria. Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism. Publications from all fields, connected with tourism such as tourism management, tourism marketing, tourism sociology, psychology in tourism, tourism geography, political sciences in tourism, mathematics, tourism statistics, tourism anthropology, culture and tourism, heritage and tourism, national identity and tourism, information technologies in tourism and others are invited. Empirical studies need to have either a European context or clearly stated implications for European tourism industry. The journal is open to all researchers. Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions. The journal is indexed in Scopus and Clarivate Analytics' Emerging Sources Citation Index. There are no charges for publication. The editorial team welcomes your submissions to the European Journal of Tourism Research.

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