

## **AEF 311: Food Marketing**

### **READING LIST**

A copy of each book listed is available in STC.

Articles that can be downloaded from the Robinson Library's electronic journal collection are marked with the symbol ®.

#### **1. Market Orientation in the Food Industry**

Grunert, K.G., Baadsgaard, A., Larsen, H.H. and Madsen, T.K. (1996), *Market Orientation in Food and Agriculture*, Dordrecht: Kluwer, Chapter 1.

#### **2. Understanding Competition in the Food Industries**

Traill, B., (1998), 'Structural changes in the European food industry: consequences for competitiveness.' In W.B. Traill and E. Pitts, (eds.), *Competitiveness in the food Industry*, London: Chapman Hall.

Porter, M.E., (1980) *Competitive Strategy: Techniques for Analyzing Industries and Competitors*, New York: Free Press, Chapter 1

Office for National Statistics (2004), *Food Sector 1992-2002: extract taken from United Kingdom Input-Output Analyses, 2004 Edition*, London: ONS. [http://www.statistics.gov.uk/articles/economic\\_trends/Food\\_sector\\_2004\\_Edition.pdf](http://www.statistics.gov.uk/articles/economic_trends/Food_sector_2004_Edition.pdf)

#### **3. Consumer Food Choice, Perceptions of Food Quality and Measuring Consumer Response**

Grunert, *op cit*. Chapter 3 and 4.

Steenkamp, J-B. (1997), 'Dynamics in consumer behavior with respect to agricultural and food products.' In: B. Wierenga, A. Tilberg, K. Grunert, J-B Steenkamp and M. Wdel (eds.), *Agricultural Marketing and Consumer Behavior in a Changing World*, Amsterdam: Kluwer, pp.143-188

Garber, L.L., Hyatt E.M. and Starr, R.G. (2003), Measuring consumer response to food products, *Food Quality and Preference*, Vol.14, No.1, pp.3-15. ®. (see also comments by Marshall in the same issue).

McCarthy, M., de Boer, M., O'Reilly, S. and Cotter, L. (2003), 'Factors influencing intention to purchase beef in the Irish market', *Meat Science*, Vol.65, No.3, pp.1071-1083. ®.

#### **4. Pricing**

Levy, M., Grewal, D., Kopalle, P. and Hess, J. (2004), 'Emerging trends in retail pricing practice: implications for research', *Journal of Retailing*, Vol. 80, 13-21. ®.

Stiving, M. (2000), 'Price-endings when prices signal quality', *Management Science*, Vol 46, No. 12, pp1617-1629. ®.

- Stiving, M. and Winer, R., (1997), 'An empirical analysis of price endings with scanner data,' *Journal of Consumer Research*, Vol.24, pp.57-67.®.
- Rajendran, K. and Tellis, G. (1994), 'Contextual and temporal components of reference price', *Journal of Marketing*, Vol.58 (January), pp.22-34. ®.
- Wakefield, K. and J. Inman (2003), 'Situational price sensitivity: the role of consumption occasion, social context and income', *Journal of Retailing*, Vol. 79, 199-212. ®.

## **5. Brand Equity, Brand Extension Strategies and New Product Development (NPD).**

- Keller, K.L. (1993) 'Conceptualizing, measuring, and managing consumer-based brand equity', *Journal of Marketing*, Vol.57, No.1, pp.1-22. ®.
- Vrontis, D., (1998), 'Strategic assessment: the importance of branding in the European beer market', *British Food Journal* Vol. 100, No.2, p.76–84. ®.
- Grunert, K.G et al. (1995), A Framework for Analysing Innovation in the Food Sector, Centre for Market Surveillance, Research and Strategy for the Food Sector, Working Paper. No.38. <http://www.mapp.asb.dk/WPpdf/wp38.pdf> or Chapter 9 in book.
- Czeller, S. (2003), 'Consumer attitude toward brand extension: an integrative model and research propositions', *International Journal of Research in Marketing*, Vol.20, No.1, pp.97-115. ®.
- Kristensen, K., Ostergaard P. and Juhl, H. (1998), 'Success and failure of product development in the Danish food sector', *Food Quality and Preference*, Vol.9, Issue 5, pp.333-342. ®.

## **6. Origin Indication**

- Skaggs, R., Falk, C., Almonte, J. and Cárdenas, M. (1996), 'Product-country images and international food marketing: relationships and research needs', *Agribusiness*, Vol.12, No.6, pp.593-600.
- Tregear, A., S. Kuznesof and Moxey, A. (1998), 'Policy initiatives for regional foods: some insights from consumer research', *Food Policy*, Vol.23, No.5, pp.383-394. ®.
- Verlegh, P. and Steenkamp, J-B. (1999), 'A review and meta-analysis of country-of-origin research', *Journal of Economic Psychology*, Vol.20, pp521-546. ®.

## **7. Partnerships along the Supply Chain**

- Jarillo, J.R. and Ricart, J.E., (1987), 'Sustaining Networks', *Interfaces*, Vol.17, No.5. ®.
- Ziggers, G.W. and Trienekens, J. (1999), 'Quality assurance in food and agribusiness supply chains: developing successful partnerships', *International Journal of Production Economics*, Vol.60-61, pp.271-279. ®.
- Fearne, A. (1998), 'The evolution of partnerships in the meat supply chain: insights from the British beef industry', *International Journal of Supply Chain Management*, Vol.3, No.4, pp.214-231.  
<http://www.wye.ic.ac.uk/CFCR/pdfdoc/evolution-of-partnerships.pdf>