

## **NACB READING LIST**

### Readings 1

1. Research1 (R1.1): Online Consumer Behavior: A Review and Agenda for Future Research (25)
2. Research 2 (R1.2): Consumer Research: in search of Identity (26)

### Readings 2

1. Culture 1 (2.1): Understanding and Studying Internet Culture(s) (6)
2. Culture 2 (2.2): cross cultural differences (11)
3. Flow (2.3): impact of flow (10)
4. Trust (2.4): The Role of Trust in Customer Online Shopping Behavior (7)
5. Impact (2.5): The Impact of Social Media on Purchasing Behavior (6)

### Readings 3

1. Attitudes 1 (3.1): CONSUMER ONLINE SHOPPING ATTITUDES AND BEHAVIOR (10)
2. Motives 4 (3.2): Factors affecting students' attitude toward online Shopping (10)
3. Motives 6 (3.3): The impact of the Internet and consumer motivation on evaluation of prices (12)

### Readings 4

1. Motives 3 (4.1): Customer intention to return online (25)
2. Motives 1 (4.2): What drives consumers to shoponline? (20)

### Readings 5

1. Privacy 1 (5.1): Consumer Privacy Rights and Online Behavioral Advertising (14)
2. Tracking (5.2): Consumer Reactions to Online Behavioral Tracking and Targeting (8)
3. Gender 1 (5.3): A proposed model of online consumer behaviour (9)

### Additional readings

1. Findings 1 (6.1): Digital Consumer Behavior Study (9)
2. Findings 2 (6.2): The 2010 digital marketer: Benchmark and trend report (74)
3. Findings 3 (6.3): Consumer buying behavior on the Internet: Findings from panel data (32)
4. Findings 4 (6.4): ONLINE CONSUMER BEHAVIOUR –EUROPE (25)
5. Findings 5 (6.5): 2008digital outlook report (164 -picks)
6. Findings 6 (6.6): 2012 Mobile Consumer Survey Results (11)
7. Findings 7 (6.7): Consumer Surveys on Internet Shopping (49)
8. Motives 2 (6.8): Consumer Motivations for Online Shopping (5)
9. Motives 5 (6.9): Determinants of Purchase Behaviour of Online Consumer (6)
10. Privacy 2 (6.10): SHOPPING FOR PRIVACY ONLINE (54)