

# CONSUMER BEHAVIOR RESOURCES

## MKT321

### CONSULS Subject Headings:

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*Appropriate subject headings and keywords for secondary research include, but are not limited to:* advertising – psychological aspects, aged consumers, baby boom generation, brand choice, branding, consumer behavior, consumer behavior – cross cultural studies, consumer behavior – research, consumer satisfaction, consumers, consumers preferences, consumers – psychology, consumption, customer satisfaction – statistical methods, decision making – psychological aspects, demographic surveys, demographics, demography, emotion, emotions – economic aspects, lifestyles, envy – social aspects, market research, market surveys, marketing, marketing - psychological aspects, marketing research, marketing research – statistical methods, marketing scales, market surveys, materialism – psychological aspects, motivation research (marketing), questionnaires, scaling (social sciences) – handbooks, manuals, etc., shopping, teenage consumers, women consumers, and young adult consumers.

### MARKETING RESEARCH GUIDES AND HANDBOOKS

TITLE	CALL NUMBER
Business Information: How to Find It, How to Use It	REF HF5356.L36 2000
Encyclopedia of Business and Information Sources	REF HF5353.E52
Analysis of customer satisfaction data	HF5415.335 A43 2000
Constructing effective questionnaires	HN29 P45 2000
Cycles, Trends, and Turning Points: Practical Marketing & Sales Forecasting Techniques	HF5415.2 .C77 2000
Defining Markets, Defining Moments: America's 7 Generational Cohorts, Their Shared Experiences, and Why Business Should Care	HF5415.1 .M47 2002
Developing a Marketing Orientation	HF5415.2 .D44 1999
Global Marketing and Advertising: Understanding Cultural Paradoxes	HF5415.127 .M66 1998
Handbook for Focus Group Research	HF5415.2 .G695 1998
Handbook of International Market Research Techniques	HF5415.2 .H362 2000
Handbook of interview research	HF61.H36 2002
Handbook of Online Marketing Research	HF5415.2 G776 2001
Hispanic Market Handbook: A Definitive Source for Researching This Lucrative Segment of American Consumers	HC110.C6 .V347 1995
Market Research Toolbox: a Concise Guide for Beginners	HF5415.2 .M383 1996
Marketing Power of Emotion	HF5415.32 .O743 2003
Marketing Research	HF5415.2 .W66 1999
Marketing Research: an aid to decision making	HF5415.2 .S469 2002
Marketing Research: text and cases	HF5415.2 W74 2002
Marketing to American Latinos: A Guide to the In-Culture Approach	HC110.C6 .V35 2000
Measuring Customer Satisfaction	HF5415.335 H39 1998
Multicultural Marketing: Selling to the New America	HF5415.127 .S37 2001
Qualitative Market Research: Principle and Practice	HF5415.2 Q355 2002 V.1-7
Qualitative Research in Intelligence and Marketing:	HD38.7 .W35 2001
Research in Consumer Behavior	HF5415.2 .R483
Research in Marketing	HF5415.2 .R434
State of the Art Marketing Research	HF5415.2 .B555 1998
Understanding and Designing Marketing Research	HF5415.1 .W39 2002
Understanding the Consumer	HF5415.32 .S95 2003
Using Market Knowledge	HF5415.2 .U85 2001
Why We Buy: the Science of Shopping	HF5415.2 .U53 1999

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### MARKETING DICTIONARIES/GUIDEBOOKS

TITLE	CALL NUMBER
Encyclopedia of Business Information Sources	REF HF5353.E9 2002
Dictionary of Marketing Research	REF HF5415.2.V35 1987
Dictionary of Marketing Terms	REF HF5803 .T56 2000
International Dictionary of Marketing	REF HF5412 .Y33 2002

#### Marketing Research Glossary

<http://www.quirks.com/resources/glossary.asp>

From Quirks Marketing Research Review. A list of over 700 marketing research words and phrases.

### CONSUMER BUYING HABITS AND ATTITUDES

All about women consumers, 2001	REF HF5415.3 .A45 2001
American incomes: demographics of who has money	REF HC110.I5 A447 1999
American men and women: demographics of the sexes	REF HC110.C6 A43 2000
Americans 55 & older: a changing market	REF HQ1064.U5 A66 2001
Baby boom: Americans aged 35 to 54	REF HN60.R868 2001
Best customers: demographics of consumer demand	REF HC79 .C6 R87 2001
Best of health: demographics of health care consumers	REF RA445 .W45 2000
Demographics of the U.S.: trends and projections	REF HB849.49 .R875 2000
Generation X: the young adult market	REF HC110.C6 M544 1999
Household Spending: who spends how much on what	REF HC110.C6 H68 2001
Lifestyle market analyst	REF HF5415.33 .U6 L54
Market share reporter	REF HF5410 .M35
Branded: the buying and selling of teenagers	HD69.B7 Q37 2003
Brands, consumers, symbols & research	HF5415.1 .L48 1999
Consumer behavior and culture	HF5415.32 .M66 2004
Consumer behavior: building marketing strategy	HF5415.33 .U6 H38 2001
Consumer behavior: buying, having and being	HF5415.32 S6 2002
Emotional decisions : tradeoff difficulty and coping in consumer choice	HF5415.32 L83 2001
How Customers Think: essential insights into the mind of the market	HF5415.32 Z35 2003
Keeping up with the Joneses: envy in American consumer society, 1890-1930	<b>Reserve Desk</b>
Latinos, Inc.: the marketing and making of a people	HF5415.33.U6 D38 2001
Marketing Power of Emotion	HF5415.32 .O743 2003
Marketing to American Latinos: a guide to the in-culture approach	HC110 .C6 V348 2000
Marketing to the Mindset of Boomers and Their Elders	HF5415.127 .M668 2002
Mass Affluence: 7 New Rules of Marketing to Today's Consumer	HF5415.1 .N86 2004
Maturing marketplace: buying habits of baby boomers and their parents	HF5415.33.U6 2000
Psychology and consumer culture	HC110 .C6 P76 2004
Purchasing Happiness: American Consumers in the Twentieth Century	HC110 .C6 L393 1993
Purchasing Power: Black Kids and the American Consumer Culture	HC107 .C8 C47 2001
Spree: a Cultural History of Shopping	HC79 .C6 K43 2003
Understanding consumer decision making	HF5415.32 .U53 2001
Urge to Splurge: a Social History of Shopping	HC79 .C6 P36 2003
Wise up to teens: insights into marketing and advertising to teenagers	HF5415.32 .Z65 1999

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### **American generations: who they are, how they live, what they think.**

REF HC110.C6M545 1998

Analysis of five American generations across demographic and lifestyle variables.

### **Americans 55 & older: a changing market**

REF HQ1064.U5 A66 2001

Data on senior citizens extracted from the Consumer Expenditure Survey and reformatted in an easy to use format. Includes data on the spending patterns, income, demographics, and psychographics of senior citizens.

### **American Incomes: demographics of who has money**

REF HC110.I5 A447 1999

Based on data collected by the Bureau of Labor Statistics' Current Population Surveys. Topics: household income, men's income, women's income, discretionary income, wealth, and poverty.

### **The American Marketplace: demographics and spending patterns.**

REF HA214.A512 2001

This book uses mostly governmental sources, but manipulates the data further. Descriptive text is opposite each table. Contents: education, health, income, labor force, living arrangement, population, spending, and wealth. The most recent edition of this book is available through Lexis-Nexis Academic Universe. Change the "Source" to the "Official Guide to the American Marketplace" (the old name for this book), and change the date to "Previous two years". Details on American demographic, lifestyle, and spending patterns.

### **The Baby Boom: Americans Aged 35 to 54**

REF HN60.R868 2001

Data on baby boomers extracted from the Consumer Expenditure Survey. Most of the tables have explanatory text on the opposite page. Contents: attitudes and behavior, education, health, income, labor force, living arrangements, population, spending, and wealth.

### **Best customers : demographics of consumer demand**

REF HC79.C6R87 1999

Based on data collected by the Bureau of Labor Statistics' Consumer Expenditure Survey. This book "reveals who the best and biggest customers are for hundreds of individual products and services", according to demographic characteristics of households.

### **Generation X: the young adult market**

REF HC110.C6 M544 1999

Data on young adults extracted from the Consumer Expenditure Survey and reformatted to an easy to use format. Most of the tables have explanatory text on the opposite page. Contents: attitudes and behavior, education, health, income, labor force, living arrangements, population, spending, and wealth.

### **Official Guide to American Incomes**

REF HC110.I5 E97 1996

Guide to how much Americans have to spend. Includes a section on discretionary income.

### **U.S. Market Trends and Forecasts.**

REF HD30.27 .U77 2002

Provides overview and projections for nearly 400 markets using graphics.

### **Consumer Expenditure Survey. U.S. Bureau of Labor Statistics.**

<http://www.bls.gov/cex/home.htm>

Statistics (classified by income, race, age, region, etc.) covering family income and expenditures for food and other categories.

### **ConsumerWorld**

<http://www.consumerworld.org/>

A public service, non-commercial guide cataloging over 2000 consumer resources.

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### Nielsen/NetRatings

<http://www.nielsen-netratings.com/>

Provides the industry's global standard for Internet and digital media measurement and analysis, offering technology-driven Internet information solutions for media, advertising, ecommerce and financial companies which enable customers to make informed decisions regarding their Internet strategies. Search by Products & Services, Industry Solutions, or Select Country.

### Statistical Resources on the Web

<http://www.lib.umich.edu/govdocs/stats.html>

Compiled by the Documents Center at the University of Michigan. Includes links to datasets on: business & industry, cost of living, demographics, economics, housing, labor, and more.

### Survey of Consumer Finances. Triennial

<http://www.federalreserve.gov/pubs/oss/oss2/scfindex.html>

Triennial survey of the balance sheet, pension, income, and other demographic characteristics of U.S. families.

## GEOGRAPHIC & DEMOGRAPHIC MARKET SURVEYS

### American marketplace: demographics and spending patterns

**REF** HA214.A512 2001

Provides statistical trends in education, health, income, labor, households, population, spending and wealth.

### America's top-rated cities

**REF** HA214.A43 2001

### Business rankings annual

**REF** HG4050.B88

### Business statistics of the United States

**REF** HC101 .A13122

### County and City Data Book (US Census Bureau)

**REF** HA202.A36

also available at:

<http://www.census.gov/prod/www/ccdb.html>

### Datapedia of the United States, 1790-2005: America Year by Year

**REF** HA202. K87 2001

### Demographics USA (county edition)

**REF** HF5415.1 .D46 2001

U.S. Census population and housing data, purchasing power, projections and current estimates, and income distribution by county with state totals.

### Places Rated Almanac

**REF** HN60.S284 2000

Composite rankings for U.S. metropolitan areas. Guide to finding the best places to live in the United States and Canada.

### Sourcebook of Zip Code Demographics

**REF** HA203.S67

### Sourcebook of County Demographics

**REF** HA203.S65

U.S. Census population and housing data, projections, income distributions and Market Potential Indexes for each zip code, county, DMA, and MSA area.

### Statistical Abstract of the United States

**REF** HA202.A25

### U.S. by the numbers

**REF** HC106.82.K43 2000

### U.S. market trends & forecasts

**REF** HD30.27 .U77 2002

### Age, 2000

<http://www.census.gov/prod/2001pubs/c2kbr01-12.pdf>

### American FactFinder (US Census Bureau)

<http://factfinder.census.gov/>

U.S. Census bureau data including community profiles.

### Black population in the United States, 2002

<http://www.census.gov/population/www/socdemo/race/black.html>

### Consumer Expenditure Survey. U.S. Bureau of Labor Statistics.

<http://www.bls.gov/cex/home.htm>

Provides information and data on the buying habits of American consumers.

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**Current Population Survey (Census Bureau)** <http://www.bls.census.gov/cps/>  
**FedStats: the gateway to statistics ...** <http://www.fedstats.gov/>  
**Gender, 2000** <http://www.census.gov/prod/2001pubs/c2kbr01-9.pdf>  
**Households and families, 2000** <http://www.census.gov/prod/2001pubs/c2kbr01-8.pdf>  
**Housing and household economic statistics (US Census)** <http://www.census.gov/prod/www/abs/cons-hou.html> - house  
**Housing characteristics, 2000** <http://www.census.gov/prod/2001pubs/c2kbr01-13.pdf>  
**Income and poverty (US Census)** <http://www.census.gov/prod/www/abs/popula.html> - income

**Kids Count Census Data Online** <http://www.aecf.org/kidscount/census/>  
Includes Profiles (regional profiles from the nation individual states, and congressional districts), Rankings, and Raw Data (permits downloading of delimited text files containing raw data for your use offline). Available data includes Income and poverty, parental employment, education, language, disability, neighborhood characteristics, age & sex, race, Hispanic origin status, and living arrangement.

**Kids Count Data Book Online** <http://www.aecf.org/kidscount/databook/>  
Kids Count is a national and state-by-state effort to track the status of children in the U.S. This site focuses on an interactive presentation of data from the annual Data Book.

**Occupational Employment Statistics (Bureau of Labor Statistics)** <http://www.bls.gov/oes/>  
**Overview of race and Hispanic origin, 2000** <http://www.census.gov/prod/2001pubs/c2kbr01-1.pdf>  
**Population and household economic topics (US Census)** <http://www.census.gov/population/www/>  
**Population statistics (US Census)** <http://www.census.gov/prod/www/abs/popula.html>

**Right Start Online: The Right Start for America's Newborns** <http://www.aecf.org/kidscount/rightstart2003/>  
Updated data are available as profiles, line graphs, national maps, rankings, and raw data for the nation's 50 largest cities (plus 5 additional cities in which the Annie E. Casey Foundation has made a long-term investment) and the 50 states through 2000.

**The 65 years and over population: 2000** <http://www.census.gov/prod/2001pubs/c2kbr01-10.pdf>  
**Social Statistics Briefing Room (The White House)** <http://www.whitehouse.gov/fsbr/ssbr.html>  
**State of the Cities Data Systems** <http://socds.huduser.org/>  
**Two or more races population, 2000** <http://www.census.gov/prod/2001pubs/c2kbr01-6.pdf>

## GEOGRAPHIC & DEMOGRAPHIC MARKET SURVEYS FOR CONNECTICUT

**Connecticut: 2000 summary population and housing characteristics**  
REF HA281.5 2000

**Connecticut Municipal Profiles**  
REF Info. Desk HT123.5 C8C65

**CT Towns/Cities: Information About Towns and Cities (Municipalities) in Connecticut**  
<http://www.munic.state.ct.us/>

**CT Department of Economic and Community Development (DECD): CT Market Data**  
REF HF3161.C7 A32  
Available on the web at the DECD home page <http://www.ct.gov/ecd/>  
by clicking on "Research Data" link, then click on "Market Data" link, to access full-text 2000 Connecticut Market Data.

**CT Department of Economic and Community Development (DECD): CT Town Profiles**  
REF HN79 .C8 C664  
Available at the DECD home page <http://www.ct.gov/ecd/>  
by clicking on the "Research Data" link, then click on the "Connecticut Town Profiles" link.

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#### CT Department of Economic and Community Development (DECD): CT Demographic Profiles

Available on the web at the DECD home page <http://www.ct.gov/ecd/>  
by clicking on "Research Data" link, then click on "Census 2000 Demographic Profiles"

#### CT Department of Economic and Community Development (DECD): Other CT Research Data

Available on the web at the DECD home page <http://www.ct.gov/ecd/>  
by clicking on "Research Data" link, then click on: Connecticut Housing Data, Connecticut Population Data, Connecticut Employment Data, and Other Miscellaneous Data (exports, taxes, income, and defense).

## INTERNATIONAL CONSUMER RESOURCES

#### Culturegrams: the Nations Around Us.

REF GT150.D85 1999 vols.1-2

Source of information on country cultures. Provides for each country a brief description of attitudes, personal appearance, greetings, gestures, visiting customs, eating habits, and lifestyle (family, dating, marriage, diet, recreation, and holidays).

#### Euromonitor's World Consumer Income and Expenditure Patterns

REF HB522.W67 1999

Split into: World consumer income and expenditure patterns. Europe;  
and World consumer income and expenditure patterns.

#### European Marketing Data and Statistics

REF HA1107.E87

Covers countries of Western and Eastern Europe. Data tables by country and industry. Current market data relevant to international marketing planning.

#### International Marketing Data and Statistics.

REF HA42.I56

Data tables by country and industry. Current market data relevant to international market planning.

#### STAT-USA.

<http://www.stat-usa.gov/>

Provides export/import statistics, market research reports, country data, and other market related information available through the Globus/National Trade Data Bank (NTDB) section.

## MARKET SHARE DATA

#### Business Rankings Annual.

REF HG4050.B88 2002

Reports on published "top ten" ranking for a variety of business activity.

#### Market Share Reporter.

REF HF5410.M35

An "annual compilation of market share reports from periodical literature" with over 2,000 entries arranged by 511 SIC codes. Each entry includes the source of the data. The Reporter provides indexes by brand name, company, product/services, place names, and source. The numbers in the indexes refer to table numbers, not page numbers.

#### World Market Share Reporter.

REF HF5410.W67 2001/02

Provides 1,600 entries covering 270 geographical locations from 1995 to 1999. Entries include the source of the data and are listed in SIC order. Reports on global market share data on companies, products and services.

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## PRODUCT AND INDUSTRY INFORMATION

### **County Business Patterns. (U.S. Bureau of the Census)**

REF HC107.C6 C85 1999

<http://www.census.gov/epcd/cbp/view/cbpview.html>

Provides economic data by industry. The series is useful for studying the economic activity of small areas, and analyzing economic changes over time. Businesses use the data for analyzing market potential, measuring the effectiveness of sales and advertising programs, setting sales quotas, and developing budgets.

### **Encyclopedia of Emerging Industries.**

REF HD2324 .E528 2000

### **U.S. Industry & Trade Outlook. (U. S. Dept. of Commerce)**

REF HC101.U543 2000

For many industries describes the current situation and prospects for the next five years.

### **FedStats: The gateway to statistics from over 100 U.S. Federal agencies**

<http://www.fedstats.gov/>

Provides links to federal statistics via Topic Links, MapStats, Statistics by geography from U.S. agencies, and statistical reference shelf. Also provides links to statistical agencies via Agencies listed alphabetically and agencies listed by subject.

## MARKET RESEARCH REPORTS, STUDIES AND OTHER DATA SOURCES

### **Buying Power Series (Selig Center for Economic Growth, University of Georgia)**

<http://www.selig.uga.edu/forecast/GBEC/GBEC043Q.pdf>

Multicultural economy 2004 (America's minority buying power)

### **Business & Company Resources Center (iCONN).** Connect from library "Online Databases" link.

The database includes products and brands, industry statistics, consumer marketing data, emerging technology reports, investment reports, as well as company profiles, industry ranking, stock prices, corporate chronologies and histories, industry newsletter news and analysis, Press releases, Global coverage, and more. Also provides access to: Investext (ASCII) reports, Comprehensive financial overviews, Company performance ratings, Current investment ratings, and Coverage of major business events and trends back to 1980

### **CensusScope: Portal to Census2000 data**

<http://www.censuscope.org/>

Tool for investigating U.S. demographic trends, brought to you by the Social Science Data Analysis Network (SSDAN) at the University of Michigan.

### **General Social Survey (National Opinion Research Center)**

<http://www.icpsr.umich.edu/GSS/>

### **Fusion: Diversity Resources for Business Results**

<http://www.naa.org/fusion/>

Site from Newspaper Association of America containing articles and reports on : demographics, ethnic media, market research, Minority Buying Power Research, and more.

### **Global Brands Scorecard 2004**

<http://www.finfofacts.com/brands.htm>

BusinessWeek has teamed up with Interbrand Corp, a pioneering brand consultancy in New York, to offer a ranking of 100 global brands by dollar value.

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### International Businesses Resources on the WWW (globalEdge)

<http://globaledge.msu.edu/ibrd/ibrd.asp>

Business meta web site – country insights, global resources, market potential indicators, and more.

### Marketing Virtual Library

<http://www.knowthis.com/>

Resource for market research, internet marketing, marketing plans, advertising and more.

### Metropolitan Racial and Ethnic Change Data (Lewis Mumford Center for Comparative Urban and Regional Research, University at Albany)

<http://mumford1.dyndns.org/cen2000/data.html>

### Metropolitan Racial and Ethnic Change Reports (Lewis Mumford Center for Comparative Urban and Regional Research, University at Albany)

<http://mumford1.dyndns.org/cen2000/report.html>

Includes How Race Counts for Hispanic Americans, America's Newcomers, Black Diversity in Metropolitan Areas, Separate and Unequal, Muslim World in Metro America, and more.

### STAT-USA.

<http://www.stat-usa.gov/>

Some market research reports and other market related information available through the Globus/National Trade Data Bank (NTDB) section. The NTDB (National Trade Data Bank) provides access to Country Commercial Guides, Market Research reports, Best Market reports and other programs.

### State of the Nation's Cities (Center for Urban Policy Research, Rutgers University)

<http://policy.rutgers.edu/cupr/sonc/sonc.htm>

### Web Marketing Information Center.

<http://www.wilsonweb.com/webmarket/>

Links to thousands of on-line articles about effective Web marketing and to on-line resources for business.

## BRANDS/PRODUCTS & ADVERTISING/MEDIA

### Companies and their Brands

REF T223.V4 A253 2003 v.1 & v.2

### Encyclopedia of Consumer Brands

REF HF5415.3 E527

### Encyclopedia of Major Marketing Campaigns

REF HF5837 .E53 2000

### Marketing Encyclopedia: issues and trends shaping the future

REF HF5415 .M2982

### Advertising World

<http://advertising.utexas.edu/world/index.asp>

"The Ultimate Marketing Communications Directory" from the Department of Advertising at UT Austin. Supplies an extensive collection of advertising links

### KnowThis.com: Marketing Virtual Library

<http://www.knowthis.com/>

Knowledge source for market research, marketing plans, internet marketing, marketing careers and more.

### Thomas Register

<http://www.thomasregister.com/>

Comprehensive online source for finding companies and products manufactured in North America. Search by: Product or Service, Company Name, Brand Name, or "containing the words".

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## SURVEYS & OPINION POLLS

### Public Opinion Surveys (Cornell)

<http://www.ciser.cornell.edu/info/polls.shtml>

Sites listed contain the complete text of opinion polls or surveys

### Web Sources of Social Science, Poll and Survey Findings and Data

<http://www.imriresearch.com/>

Social science data including links to Roper and EUROPINION.

### LEXIS-NEXIS Academic Universe

<http://www.library.southernct.edu/toedbs.html#L>

Online database available

To access *Roper Public Opinion*: Click **Reference**, the **Polls & Surveys**

## FULL-TEXT DATABASES

Unless otherwise indicated, business databases on the web are available by going to the Library's web page (<http://www.library.southernct.edu/>), select "Online Databases", go to My Research Is In: (select Marketing) OR scroll down the page to select/click on the desired database.

**Keywords may include**, but are not limited to: brand image, branding, buyer's remorse, consumer envy, consumers, emotion, envy, jealousy, materialism, nongenerosity, possessiveness, psychological aspects, self-image, and combinations of the aforementioned topics.

### **Broad Business and Industry Database Resources:** (journal-based resources)

#### **ABI/Inform.**

Extensive news and journal coverage of worldwide business, management, marketing, and company information. Full-text with images.

#### **Business and Company Resource Center (Iconn).**

Comprehensive company and industry information.

#### **Business and Management Practices(FS). 1995-.**

Focuses on the practical aspects and approaches of business management. Covers 300+ core management and trade publications.

#### **Business Source Premier (EbscoHOST).**

Indexes and abstracts business journals, magazines, newspapers, and book chapters in business and related areas. It contains many full-text articles and indicates whether SCSU owns the journal. To find out if SCSU owns a book indexed in Business Source Premier, use [CONSULS](#). You can search **Academic Search Elite**, **Communication & Mass Media**, **ERIC**, **PsycARTICLES**, and **PsycINFO**, other EBSCO databases simultaneously. Select "Choose Database", click in the boxes next to the database names in the list, then click on Enter

#### **Emerald Suite.**

Full-text version of print periodicals from MCB University Press. Suites include Marketing, Human Resources, Quality Management, Information Management, Training & Education, General Management, Property, Operations, Production & Economics, Acquisitions & Launches.

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### **Expanded Academic ASAP (Iconn).**

Periodicals covering all academic concentrations.

### **InfoTrac OneFile (Iconn).**

Includes 89 wire services, newspapers, business publications, refereed academic journals, and general interest

### **JSTOR.**

Provides backfiles of journals in business, economics, finance, history, political science, population studies, and statistics.

### **Lexis-Nexis Academic Universe.** Select "Business".

The Business section includes: [Business News](#) (business articles from newspapers, magazines, journals, wires & transcripts), [Company Financial](#) (detailed financial data about companies, [Compare Companies](#) (find companies based on a variety of criteria), [SEC Filings & Reports](#) (EDGAR filings, annual & quarterly reports & proxy statements), [Industry & Market News](#) from over 25 industries, [Accounting](#) (accounting journals & literature), and [Directories](#) (Commerce Business Daily, Official Guide to the American Marketplace, World Business Opportunities, International Trade Shows) ). OR select "Reference" to gain access to Polls & Surveys (Roper Opinion Polls), Country Profiles, State Profiles, and World Almanac.

### **Newstand (Iconn).**

Under "Databases", click on "Multiple Databases" and select "News – Proquest Newspapers" for full-text coverage of the Christian Science Monitor, Hartford Courant, Los Angeles Times, New York Times, Wall Street Journal and Washington Post.

### **ScienceDirect.**

Provides indexing and abstracting, and some full-text access, to many journals in the sciences and social sciences including Business, Management & Accounting; Computer Science; Decision Sciences; Economics, Econometrics, & Finance; Psychology; and Social Sciences.

## **Non-Business Consumer Related Database Resources**

### **Communication & Mass Media (Ebsco)**

Indexes/abstracts journal articles in the field of communication. Additional topics include: advertising, choice (psychology), customer services, consumer decision making, consumer loyalty, consumer satisfaction, consumers' preference, disappointment, marketing, regret, post-purchase dissonance, post-purchase dissatisfaction, social psychology, Some articles are available in full text.

### **GenderWatch (ProQuest)**

GenderWatch is a full-text online database of book chapters and articles from newsletters, journals and other resources covering gender and women's issues.

### **PsycARTICLES**

Provides full text articles on current issues in psychology from respected sources, spanning from 1987 to the present. PsycARTICLES includes more than 35,000 full-text articles from 49 journals published by American Psychological Association and allied organizations. All journals included in this database are indexed in PsycINFO.

### **PsycINFO**

Index and abstracting for literature in psychology and related fields. American Psychological Association journals are indexed in PsycInfo, but full-text of those journals is provided by PsycARTICLES.

### **Social Science Citation Index (Web of Science ISI)**

Searchable database of cited and citing articles in social science fields – no full text provided. To determine which databases contain the full text of located articles, please use the Journal Locator on the Buley Library homepage.

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### Industry Information Database Resources:

- **Business and Company Resource Center (Iconn).**
- **Business & Industry(FS).** 1992-.
- **Lexis-Nexis Academic Universe.** Select "Business".

### Corporate Financial Information Database Resources:

- **Business and Company Resource Center (Iconn).**
- **Lexis-Nexis Academic Universe.** Select "Business".
- **MergentOnline** (formerly FISOnline / Company Data Direct / Moody's).
- **Thomson Research.** (formerly Disclosure Global Access).
- **Value Line.** \*\*Requires Assistance from Librarian
- **Worldscope.**

### Corporate Directory Information Database Resources:

- **Business and Company Resource Center (Iconn).**
- **Business Organizations.**
- **ReferenceUSA.**

## STYLE GUIDES

### APA Style Guides

**Publication Manual of the American Psychological Association**, 5<sup>th</sup> edition, 2001  
Ready Reference BF76.7 .P83 2001

APA Samples for a Bibliography (Ithaca College)  
<http://www.ithaca.edu/library/course/apa.html>

Assembling a List of Works Cited in Your Paper (Duke University)  
[http://www.lib.duke.edu/libguide/cite/works\\_cited.htm](http://www.lib.duke.edu/libguide/cite/works_cited.htm)

UConn Libraries APA Citations  
<http://www.lib.uconn.edu/using/finding/guides/APAcitat.pdf>

### **RefWorks**

<http://www.refworks.com>

Choose User Login. Create your account (if using from off-campus, use group code RWSConnU). Visit tutorials at the top of the page after you log in or go to "Buley RefWorks Tutorial" <http://library.southernct.edu/refworkstut.htm>