

Issue: 20, 2011

Where to from here?

AUTHOR(S): Simone Pettigrew¹

ABSTRACT

The *Journal of Research for Consumers* (JRC) is now 10 years old. It has been an eventful decade. More and more consumer researchers are undertaking consumer-oriented research, either of their own volition or as part of the burgeoning Transformative Consumer Research movement. This article outlines this increase in activity in the context of JRC and the consumer behaviour field more generally. The substantial advances that have been made in human welfare are documented and paralleled with the continued health challenges and other consumption-related issues currently facing humankind. This account highlights the diversity and complexity of these problems and the potential role of consumer researchers in addressing them. As JRC enters its second decade of life, it is hoped that consumer-oriented research continues to increase exponentially and make meaningful improvements to the lives of consumers across the globe.

ARTICLE

Introduction

What a decade it's been. Ten years ago, the *Journal of Research for Consumers* (JRC) came into being with its first issue. The aims of JRC were two-fold: (1) to encourage consumer researchers to engage in consumer-oriented (as opposed to manager-oriented) research by providing a publication outlet for such work and (2) to make research results available to a broader audience that includes policy makers and consumers (Pettigrew 2001). At the time, the notion that consumers are worthy recipients of, and even contributors to, consumer research was largely unappreciated (Firat 2001). The advent of JRC thus represented a re-think of the role of consumer researchers and how this role could be expanded to be more socially meaningful.

In the decade since the Journal's inception, the articles that have been published in JRC have related to a wide range of consumer issues that have practical relevance to consumers and public policy makers, as well as theoretical relevance to academics attempting to better understand consumer behaviour. Examples of these consumer issues examined in JRC include (in alphabetical order) addictive consumption (Eccles 2002; Ganeshasundaram and Henley 2008), children and consumer socialization (Roberts 2005; Roberts and Pettigrew 2010), consumer education (Lachance and Legault 2007), consumer empowerment (Burns

¹ Simone Pettigrew, University of Western Australia

2010; Hunter and Garnefeld 2008), disadvantaged consumers (Gau and Viswanathan 2008), donation behavior (Webb and Khoo 2010), drug use (Becker-Olsen and Briones 2009; Perman and Henley 2003; Wymer 2008) environmental issues (Kadirov and Varey 2005, 2010), ethics (Brenton and Hacken 2006; Coles and Harris 2006), food biotechnology (Berenji 2007), happiness (Cherrier and Munoz 2007), health promotion (Pescud and Pettigrew 2010), materialism (Belk 2001; Choi, Kwon, and Lee 2007), new media (Dholakia and Zwick 2001; Kucuk 2008, 2009), poverty (Webb and Stuart 2007), social marketing (Henley and Donovan 2002), and subconscious effects (Dobson, Gorman, and Moore 2010; Jalleh and Donovan 2001). Both the academic and consumer versions of these articles have received hundreds, and in some cases thousands, of hits, suggesting that JRC has been successful in reaching multiple target audiences.

Coinciding with the founding of JRC, there has been an exponential increase in the amount of published research with a consumer-oriented focus. Much as some of us might like to attribute this increase, at least partially, to the effectiveness of JRC in stimulating such work, it is most likely that the same exacerbating consumer issues that prompted the creation of the Journal have also led more individual consumer researchers to focus on ways to address these problems. Concern for consumer wellbeing is not confined to consumer researchers located in business schools. Numerous other disciplines have long undertaken consumer-oriented research (e.g., anthropology, geography, health promotion, and consumer sciences), and stronger connections between researchers based in different academic fields has the potential to allow cross-fertilisation of theoretical concepts and practical applications to enhance the potential to produce outcomes of direct benefit to consumers. For those interested in such an approach, Ozanne et al. (2011) provide guidance on how such relationships can be established and managed.

The growth in consumer-oriented research and the multidisciplinary nature of this work was tangibly manifest in 2005 with the launch of Transformative Consumer Research (TCR) under the stewardship of David Mick. TCR is research that is “framed by a fundamental problem or opportunity” and that “strives to respect, uphold, and improve life in relation to the myriad conditions, demands, potentialities, and effects of consumption” (Mick, 2006, p. 2). In recent years there have been numerous publications and conferences on the topic of TCR (e.g., Mari 2008; Ozanne 2011; Petkus 2010), including a recent special issue in JRC. There has also been a large edited volume containing 33 chapters dedicated to TCR, with contributors representing numerous disciplines from universities and institutions around the world (Mick, Pettigrew, Pechmann, and Ozanne 2012). The TCR movement appears poised to achieve mainstream status within the consumer behaviour discipline in the coming years, which is a cause for celebration and optimism for even bigger things to come.

To demonstrate the growth of consumer-oriented research, Table 1 shows the outcomes of a Google Scholar search for each of the last four decades using the search terms ‘consumer’, ‘consumer education’, ‘consumer welfare’, and ‘consumer empowerment’. As would be expected from the rapid growth in online databases, the results show a huge increase in the number of publications including the term ‘consumer’ over the 40 year period. There were approximately 141,000 publications in 1971-1980 using the term consumer, increasing to 961,000 in 2001-2010. When analysed as a proportion of incidences relative to this general search term, the other search terms show differing growth patterns as shown in Table 1.

Of note is that the term ‘consumer education’ has decreased in usage as a proportion of total consumer publications. In 1971-1980 it was used in 2.38% of publications using the term ‘consumer’, and after decreasing dramatically to 0.76% in 1981-1990 it only reached 1.09% in 2001-2010. This situation reflects a flurry of interest in consumer education in the 1970s (e.g. Bloom 1976; Langrehr and Mason 1977; Wallendorf and Zaltman 1977), but a subsequent disenchantment with the concept. The early body of work on consumer education expressed hope that teaching consumers about their rights and how to engage in

budgeting behaviours would result in ‘better’ consumption decisions that would enhance outcomes for individuals and improve the efficiency of markets. However, as noted by Bazerman (2001), simple education cannot overcome the reality of the modern marketplace that is characterised by both blatant and surreptitious efforts to induce consumers to make purchases that they would otherwise avoid.

Table 1: Incidence* of consumer-related search terms in Google Scholar – 1971-2010.

Search Term	1971-1980		1981-1990		1991-2000		2001-2010	
	n	%	n	%	n	%	n	%
Consumer	141,000	100	380,000	100	711,000	100	961,000	100
Consumer education	3,350	2.38	2,870	0.76	4,750	0.67	10,500	1.09
Consumer welfare	1,010	0.72	2,780	0.73	5,990	0.84	14,800	1.54
Consumer empowerment	1	0.00	25	0.01	706	0.10	2,520	0.26

*Incidence of search term as a percentage of incidence of general term “consumer”

The other two search terms, ‘consumer welfare’ and ‘consumer empowerment’, exhibit different usage trajectories. ‘Consumer welfare’ remained generally stable over the first three decades, but doubled to 1.54% in 2001-2010. While low, this incidence is the highest among the three search terms. By comparison, ‘consumer empowerment’ was almost non-existent early on but increased dramatically over the four decades, albeit still residing at a very low incidence rate of 0.26% in 2001-2010. However, the number of mentions in the most recent decade (approximately 2,520) is promising, and the rate of growth indicates that researchers are increasingly contemplating ways of delivering research outcomes that can benefit consumers by helping them to help themselves.

Meanwhile, Back in the Real World...

Positive developments have also been occurring in a range of other areas, especially health indicators. Table 2 shows World Health Organization (2011) statistics for advances in human health over the past decade. However, while the general trend is towards improvement, the discrepancy between the global averages and those for low-income nations demonstrates the enormous challenges associated with addressing inequities across the globe. For example, while maternal deaths have reduced by a third between 1990 and 2008 (figures not shown in the table), 99% of recorded deaths still occur in low-income countries (Wilmoth et al. 2010).

Along with citizens of low-income nations, many consumers residing in affluent countries face poverty and disadvantage (Cornwell and Drennan 2004). Some intrepid consumer researchers are embracing the challenge of seeking solutions to the problems faced by disadvantaged consumers (e.g., Andreasen 1993; Hamilton 2009; Hill 2002, 2008; Piacentini, Hibbert, and Al-Dajani 2001; Viswanathan, Rosa, and Ruth 2010; Viswanathan, Sridharan, Gau, and Robin 2009; Weidner, Rosa, and Viswanathan 2010.). Unfortunately, they are a small group and they face huge obstacles in accessing the level of resources needed to produce meaningful outcomes. With growing interest in consumer-oriented research, it is hoped that more expertise and resources can be brought to bear on the

intractable problem of inequitable access to resources. An important part of this process will be encouraging and facilitating the publication of more research emanating from impoverished countries. JRC could play an important role in achieving this outcome.

Table 2: Changes in key health statistics

Health Variable	Time period	Global change	Change in low-income nations
Life expectancy (years)	2000-2009	Increase: 66 to 68	Increase: 54 to 57
Health expenditure as % of GDP	2000-2008	Increase: 5.8% to 6.1%	Increase: 4.6% to 5.4%
Maternal mortality (per 100 000 live births)	2000-2008	Decrease: 340 to 260	Decrease: 740 to 580
Neonatal mortality (per 1000 live births)	2000-2009	Decrease: 29 to 24	Decrease: 42 to 36
Under-1 child mortality (per 1000 live births)	2000-2009	Decrease: 54 to 42	Decrease: 91 to 75
Under-5 child mortality (per 1000 live births)	2000-2009	Decrease: 77 to 60	Decrease: 142 to 117

Source: World Health Organization (2011).

The affluent are not exempt from consumption-related woes. Overweight and obesity, physical inactivity, tobacco use, alcohol use, high blood pressure, and high blood glucose are leading causes of death and disability (World Health Organization 2009a). While rates of tobacco usage have decreased significantly in some developed nations (e.g., the US (Jemal et al. 2011) and Australia (Magnus et al. 2011)), they remain unacceptably high in many other parts of the world (World Health Organization 2009b). The other consumption-related health conditions listed remain highly problematic and are continuing to worsen. In addition to these physical conditions, mental health problems affect around a quarter of the world’s population in any given year (World Health Organization 2001). There is a growing appreciation that measuring happiness, or other forms of wellbeing, is probably at least, if not more, important than measuring nations’ Gross Domestic Product (Ghent 2011).

There are therefore many potential avenues for consumer-oriented research in the health realm. These range from clarifying the antecedents of happiness and wellbeing to facilitate higher levels of mental health to assisting health service providers identify means of maximising patient comfort during medical procedures. In particular, we have the capacity to provide insights into the product, process, and communication elements of the highly complex issues faced by those attempting to enhance human health. Our expertise in working with and relating to consumers readily lends itself to obtaining and analysing data pertaining to the multitude of consumer experiences associated with maintaining good health and treating ill health.

Aside from health issues, the world faces other pressing consumption-related problems. The Organisation for Economic Co-operation and Development (OECD 2011) nominates a large number of topics that require careful monitoring and strategic intervention in the coming years. Among numerous others, these topics include the environment and climate change, the ageing of the world’s population, education, migration, and advances in biotechnology (e.g., genetic modification and nanotechnology). The ongoing repercussions of the Global Financial Crisis add further complexity to these already challenging issues. For example, the nutritional status of millions of people living in developing countries has worsened as a result of higher food prices (Brinkman, de Pee, Sanogo, Subran, and Bloem 2010), and governments’ priorities have been re-focused on economic issues at the expense of other social and environmental concerns (Polonsky 2011). There is thus much to keep consumer-oriented researchers in work for many years to come as we investigate these issues and their implications to better assist consumers and policy makers cope with the consequences.

In particular, our long tradition in the business discipline allows us unique insight into the ways current business practices can encourage unsustainable, or otherwise undesirable, behaviours and the strategies that may be required to encourage alternative consumption patterns.

Where to From Here?

As the outgoing editor of the Journal of Research for Consumers, I harbour great hope that more consumer researchers will be drawn to consumer-oriented research in the coming years. The work is inherently rewarding and increasingly acceptable as a legitimate form of consumer research. With the advent of Transformative Consumer Research, there is a substantial and rapidly growing cohort of academics with whom novice and experienced researchers alike can align to build the critical mass that is required to ensure tenure and promotion prospects accrue to those choosing this path.

I have enormous faith in Ekant Veer, the incoming editor, to reinvigorate JRC and stimulate future developments in consumer-oriented research. With his energy, creativity, and enthusiasm, he will draw like-minded others to the cause and continue to lead by example through his own research. Ekant will have the strong support of the JRC Editorial Board as he takes the Journal into its second decade of life.

To conclude this article, I would like to share a poem I presented in a special session of the 2005 Advances in Consumer Research Conference in San Antonio, Texas where TCR was first launched. While by no means an example of good, or even mediocre, poetry, it communicates frustration with many consumption-related aspects of modern life and the compulsion a growing number of us are experiencing to use our skills and expertise to address these problems.

Using our Powers for Good

Transformative consumer research (TCR)
– a new term to ponder and apply
A task force has considered its merits, its scope
Today we're talking about "why"

We're talking about research for consumers
About empowerment and communication
We're talking about facilitating change
By enhancing knowledge and education

Our mission as consumer researchers can be
To serve consumers, not just firms
We can work together to protect their interests
Both in the short- and longer-term

Many academics share similar concerns
Including poverty, the third world, and addiction,
The young, the old, the environment,
And numerous consumption-related afflictions

Somehow we need to address
The absurdity of the situation
Where children starve in one place
But are obese in other nations

The cash crops produced to serve the first world
Leave locals in poverty and despair
Roses are farmed where food should be
Leaving families' dinner plates bare

Most countries face ageing populations
With enormous human implications
How do we finance this demographic change
With fairness to all generations?

These issues require much contemplation
As we approach this new frontier
We look to each other for goals and direction
With the question, "Where to from here?"

The way ahead is paved with concerns
About how best to deploy our abilities
In our efforts to meaningfully contribute
And meet our new responsibilities

First we can re-specify our research audience
If we're free from managerial relevance
We can focus on consumers and policy makers
As legitimate research dependents

Consumers are becoming increasingly critical
Of businesses and national governments
Their profit motives, their social misdemeanours,
And their endless progress impediments

We have seen growing consumer disaffection
In viral campaigns and activist demonstrations
There is growing awareness in the community of
Structural inequality and political machinations

As everyday people come to see businesses
As entities with moral obligations
Perhaps we as consumer researchers should
Re-think our theoretical applications

As consumers become more concerned
About the plight of the hungry and the poor
It's time our discipline integrates these issues
As it evolves and becomes more mature

As consumers demonstrate their readiness
To act on their frustrations
They show us their willingness
To exceed our expectations

We have this amazing opportunity
To facilitate consumer empowerment

We have the skills and expertise to
Provide this valuable endowment

We have theories at our disposal
That can be developed and applied
To assist consumers in their projects
To improve the situation worldwide

Other groups are in need of us too
Such as not-for-profit organisations
There is so much charities still need to know
About communications and attracting donations

I would like to leave you now with a question
It's one I ask myself a lot
The question is not how can we do TCR,
But rather, how can we not?

References

- Andreasen, Alan (1993), "Revisiting the disadvantaged: Old lessons and new problems," *Journal of Public Policy & Marketing*, 12 (2), 270-275.
- Bazerman, Max H. (2001), "Consumer Research for Consumers," *Journal of Consumer Research*, 27, 499-504.
- Becker-Olsen, Karen and Rowena L. Briones (2009), "Towards a Drug Free America: Guilt Processing and Drug Prevention," *Journal of Research for Consumers* (www.jrconsumers.com), 16.
- Belk, Russell W. (2001), "Materialism and You," *Journal of Research for Consumers* (www.jrconsumers.com), 1.
- Berenji, Shahin (2007), "Consumers and the Case for Labeling Genfoods," *Journal of Research for Consumers* (www.jrconsumers.com), 13.
- Bloom, Paul N. (1976), "How Will Consumer Education Affect Consumer Behavior?" in Beverlee B. Anderson ed. *Advances in Consumer Research*, Vol. 3, eds. Cincinnati, Ohio: Association for Consumer Research, pp. 208-212.
- Brenton, Scott and Lotte ten Hacken (2006), "Ethical Consumerism: Are Unethical Labour Practices Important to Consumers?" *Journal of Research for Consumers* (www.jrconsumers.com), 11.
- Brinkman, Henk-Jan, Saskia de Pee, Issa Sanogo, Ludovic Subran, and Martin W. Bloem (2010), "High Food Prices and the Global Financial Crisis Have Reduced Access to Nutritious Food and Worsened Nutritional Status and Health," *Journal of Nutrition*, 140, 153S-161S
- Burns, David (2010), "Reconceptualizing Consumer Power: A View from Market Segment Theory in Retailing," *Journal of Research for Consumers* (www.jrconsumers.com), 17.
- Cherrier, H el ene and Caroline Lego Munoz (2007), "A Reflection on Consumers' Happiness: The Relevance of Care for Others, Spiritual Reflection, and Financial Detachment," *Journal of Research for Consumers* (www.jrconsumers.com), 12.
- Choi, Jounghwa, Kyoung-Nan Kwon, and Mira Lee (2007), "Understanding Materialistic Consumption: A Terror Management Perspective," *Journal of Research for Consumers* (www.jrconsumers.com), 13.
- Coles, Anne-Marie and Lisa Harris (2006), "Ethical Consumers and E-Commerce: The Emergence and Growth of Fair Trade in the UK," *Journal of Research for Consumers* (www.jrconsumers.com), 10.

- Dobson, John, Larry Gorman, and Melissa Diane Moore (2010), "Consumer Choice Bias Due to Number Symmetry: Evidence from Real Estate Prices," *Journal of Research for Consumers* (www.jrconsumers.com), 17.
- Dholakia, Nikhilesh and Detlev Zwick (2001), "Privacy and Consumer Agency in the Information Age: Between Prying Profilers and Preening Webcams," *Journal of Research for Consumers* (www.jrconsumers.com), 1.
- Eccles, Sue (2002), The Lived Experiences of Women as Addictive Consumers, *Journal of Research for Consumers* (www.jrconsumers.com), 4.
- Firat, A. Fuat (2001), "Consumer Research for (the Benefit of) Consumers," *Journal of Research for Consumers* (www.jrconsumers.com), 1.
- Ganeshasundaram, Raguragavan and Nadine Henley (2008), "Cultural Factors Affecting Smoking Intentions in Sri Lankan Immigrant Adolescents: An Exploratory Study," *Journal of Research for Consumers* (www.jrconsumers.com), 14.
- Gau, Roland and Madhubalan Viswanathan (2008), "The Retail Shopping Experience for Low-Literate Consumers," *Journal of Research for Consumers* (www.jrconsumers.com), 15.
- Ghent, Alice (2011), "The Happiness Effect," *Bulletin of the World Health Organization*, 89, 246–247.
- Hamilton, Kathy (2009), "Consumer Decision Making in Low-Income Families: The Case of Conflict Avoidance," *Journal of Consumer Behaviour*, 8 (5), 252-267.
- Henley, Nadine and Robert J. Donovan (2002), "Identifying Appropriate Motivations to Encourage People to Adopt Healthy Nutrition and Physical Activity Behaviours," *Journal of Research for Consumers* (www.jrconsumers.com), 4.
- Hill, Ronald Paul (2008), "Disadvantaged Consumers: An Ethical Approach to Consumption by the Poor," *Journal of Business Ethics*, 80, 77–83.
- Hunter, Gary L. and Ina Garnefeld (2008), "When does Consumer Empowerment Lead to Satisfied Customers? Some Mediating and Moderating Effects of the Empowerment-Satisfaction Link," *Journal of Research for Consumers* (www.jrconsumers.com), 15.
- Jalleh, Geoffrey and Robert J. Donovan (2001), "Beware of Product Labels!" *Journal of Research for Consumers* (www.jrconsumers.com), 2.
- Kadirov, Djavlon and Richard Varey (2010), "The Companion Community: How Car Producers Promote Hybrid Car Consumption," *Journal of Research for Consumers* (www.jrconsumers.com), 17.
- Kadirov, Djavlon and Richard Varey (2005), "Marketplace Wisdom and Consumer Experience: Redefining Sustainability," *Journal of Research for Consumers* (www.jrconsumers.com), 9.
- Kucuk, S. Umit (2008), "Consumer Exit, Voice, and 'Power' on the Internet," *Journal of Research for Consumers* (www.jrconsumers.com), 15.
- Kucuk, S. Umit (2009), "The Evolution of Market Equalization on the Internet," *Journal of Research for Consumers* (www.jrconsumers.com), 16.
- Lachance, Marie J. and Frédéric Legault (2007), "College Students' Consumer Competence: Identifying the Socialization Sources," *Journal of Research for Consumers* (www.jrconsumers.com), 13.
- Magnus, Anne, Dominique Cadilhac, Lauren Sheppard, Toby Cumming, Dora Pearce, and Rob Carter (2011), "Economic Benefits of Achieving Realistic Smoking Cessation Targets in Australia," *American Journal of Public Health*, 101, 321–327.
- Mari, Carlo (2008), "Doctoral Education and Transformative Consumer Research," *Journal of Marketing Education*, 30 (1), 5-11.
- Mick, David G. (2006), "Meaning and Mattering through Transformative Consumer Research," in Cornelia Pechmann and Linda Price, eds. *Advances in Consumer Research*, Vol. 33. Duluth, MN: Association for Consumer Research. pp. 1-4.
- Mick, David G, Simone Pettigrew, Cornelia Pechmann, and Julie L. Ozanne (2012), "Origins and Envisionments of Transformative Consumer Research," in David Glen Mick, Simone Pettigrew, Cornelia Pechmann, and Julie Ozanne, eds. *Transformative*

- Consumer Research for Personal and Collective Well-Being*, NY: Taylor and Frances, pp. 3-24.
- Organisation for Economic Co-operation and Development (2011). www.oecd.org. Accessed 31 August, 2011.
- Ozanne, Julie L. (2011), "Introduction to the Special Issue on Transformative Consumer Research: Creating Dialogical Spaces for Policy and Action Research," *Journal of Public Policy & Marketing*, 30 (1), 1-4.
- Ozanne, Julie L., Simone Pettigrew, David Crockett, Hilary Downey, A.Fuat Firat, and Melanie Pescud (2011), "The Practice of Transformative Consumer Research – Some Issues and Suggestions," *Journal of Research for Consumers* (www.jrconsumers.com), 19.
- Perman, Fiona and Nadine Henley (2003), "Marketing the Anti-Drug Message: Media, Source and Message Credibility Interactions," *Journal of Research for Consumers* (www.jrconsumers.com), 5.
- Pescud, Melanie and Simone Pettigrew (2010), "Children's Family Dinner Attitudes and Experiences," *Journal of Research for Consumers*, 18, www.jrconsumers.com.
- Petkus, Ed (2010), "Incorporating Transformative Consumer Research into the Consumer Behavior Course Experience," *Journal of Marketing Education*, 32 (3), 292-299.
- Pettigrew, Simone (2001), "Why a Journal of Research for Consumers," *Journal of Research for Consumers* (www.jrconsumers.com), 1.
- Piacentini, Maria, Sally Hibbert and Haya Al-Dajani (2001), "Diversity in Deprivation: Exploring the Grocery Shopping Behaviour of Disadvantaged Consumers," *International Review of Retail, Distribution & Consumer Research*, 11, 141–158.
- Polonsky, Michael Jay (2011), "Transformative Green Marketing: Impediments and Opportunities," *Journal of Business Research*, doi:10.1016/j.jbusres.2011.01.016.
- Roberts, Michele (2005), "Parenting in an Obesogenic Environment," *Journal of Research for Consumers* (www.jrconsumers.com), 9.
- Roberts, Michele and Simone Pettigrew (2010), "Grandparent Syndrome and Children's Diets," *Journal of Research for Consumers*, 18, www.jrconsumers.com.
- Viswanathan, Madhubalan, José Antonio Rosa, and Julie A. Ruth (2010), "Exchanges in Marketing Systems: The Case of Subsistence Consumer-Merchants in Chennai, India," *Journal of Marketing*, 74 (3), 1-17.
- Viswanathan, Madhubalan, Srinivas Sridharan, Roland Gau, and Robin Ritchie (2009), "Designing Marketplace Literacy Education in Resource-Constrained Contexts: Implications for Public Policy and Marketing," *Journal of Public Policy & Marketing*, 28 (1), 85-94.
- Wallendorf, Melanie and Gerald Zaltman (1977), "Perspectives for Studying and Implementing Consumer Education," in William D. Perreault Jr., ed. *Advances in Consumer Research*, Vol. 4, Atlanta: Association for Consumer Research, 376-379.
- Webb, Dave and Viana Khoo (2010), "Exploring Singaporean Giving Behaviour to Different Charitable Causes," *Journal of Research for Consumers* (www.jrconsumers.com), 18.
- Webb, Dave and Kevin Stuart (2007), "Exploring the Impact of Providing Alternative Technology Products in Remote Tibetan Communities," *Journal of Research for Consumers* (www.jrconsumers.com), 12.
- Weidner, Kelly L., José Antonio Rosa, and Madhu Viswanathan (2010), "Marketing to Subsistence Consumers: Lessons from Practice," *Journal of Business Research*, 63, 559–569
- John Wilmoth, Colin Mathers, Lale Say & Samuel Mills (2010), Maternal Deaths Drop by One-Third from 1990 to 2008: A United Nations analysis. *Bulletin of the World Health Organization*, 88, 718–718A.
- World Health Organization (2011), *World Health Statistics 2011*, France: World Health Organization.
- World Health Organization (2009a), *Global Health Risks: Mortality and Burden of Disease Attributable to Selected Major Risks*, France: World Health Organization.

World Health Organization (2009b), *WHO Report on the Global Tobacco Epidemic, 2009: Implementing smoke-free environments*, France: World Health Organization.

World Health Organization (2001). *The World Health Report 2001 - Mental Health: New Understanding, New Hope*. Geneva, Switzerland: World Health Organization.

Wymer, Walter (2008), "A Macromarketing Analysis of Prescription Drugs in the U.S.," *Journal of Research for Consumers* (www.jrconsumers.com), 14.