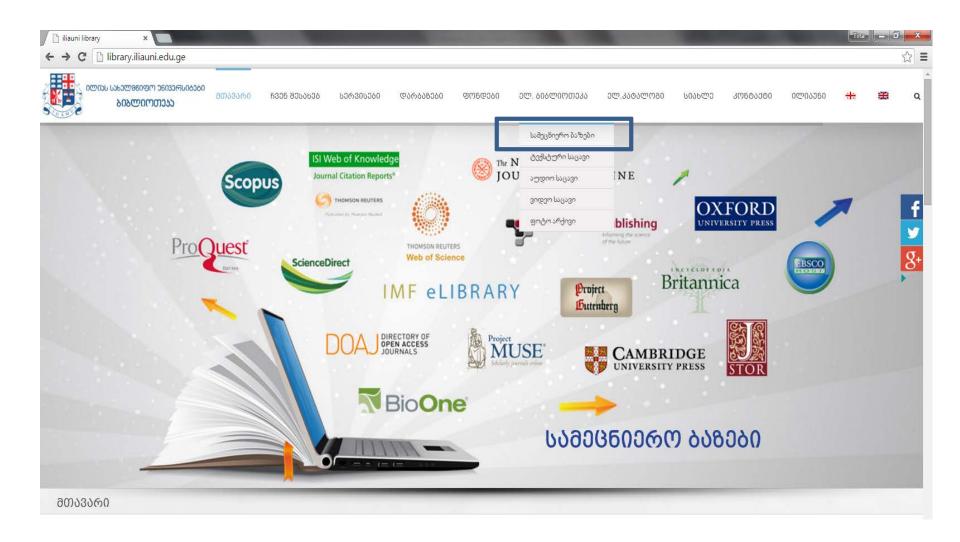


ილიას სახელმწიფო უნივერსიტეტის ბიბლიოთეკა

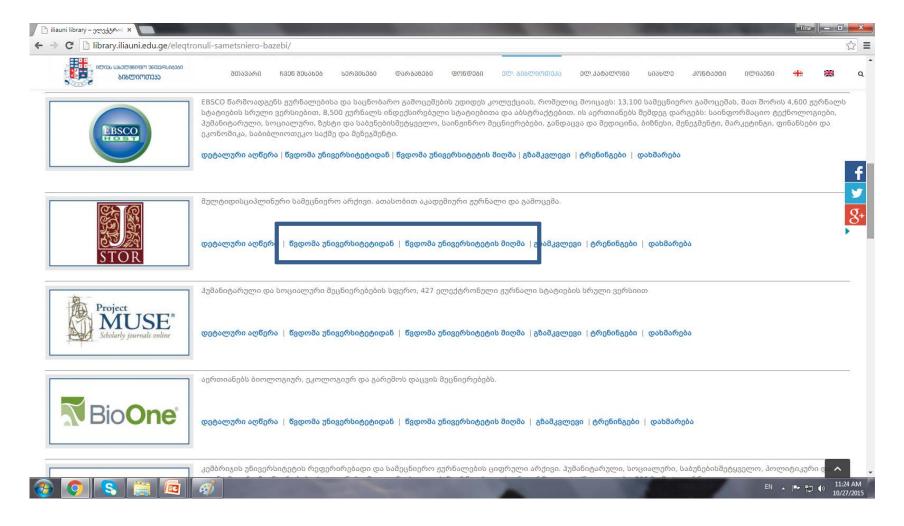


გზამკვლევი

მთავარი გვერდი > ელ.ბიბლიოთეკა > სამეცნიერო ბაზები

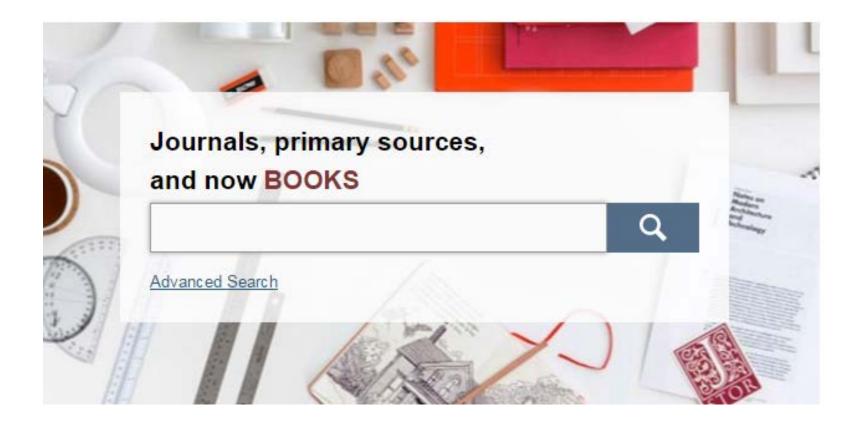


სამეცნიერო ბაზა > წვდომის ფორმა



The Basic Search Form





Basic Search Tips



- Try these tips for a more effective Basic search:
 - Place words within quotation marks to search for exact phrases:
 - "to be or not to be"
 - "customer relationship management"
 - Use Boolean operators to construct a better search:
 - "tea trade" AND smuggling
 - microfinance OR microcredit
 - "united states" NOT "united kingdom"
 - Use field codes to search for titles and authors quickly:
 - To search for an article titles ti:"Non-Cooperative Games"
 - To search for an author au:"Albert Einstein"

The Advanced Search Form



JSTOR: Advanced Search ×						Tina _ D X
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PUBLICATION TITLE						
ISBN						
JOURNAL FILTER						

Advanced Search Tips



- The Advanced Search form is especially useful when you want to target a search to a type of content or to a specific discipline.
 - Construct a more complex query by adding more search fields.
 - Use the drop-down boxes to limit search terms to the title, author, abstract, or caption text.
 - Use the "Narrow by" options to search only articles, include/exclude book reviews, search for content published during a particular time frame, or in a particular language.
 - Focus your search in specific disciplines and titles using checkboxes.

Search Results



JSTOR HOME SEARCH™ BROWSE™ MyJSTOR™								
18,406 Search Results	Login Help Contact Us About STOR							
"consumer behavior"	Your access to JSTOR provided by JSTOR							
Search within results Modify Search Search Help	SAVE THIS SEARCH							
All Results Journals Books Pamphlets Use the sorting options to sort by relevance or publication date	Search Name							
All Content I can access Relevance Newest Oldest 10 25 50 100	Alert Me About New Articles							
Citation Tools ☐ Save ☑ Email ☑ Export ② Track « Previous Page 1 of 737 Next » Weekly ✓ SAVE								
The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key Controversies Deborah J. Macinnis, Valerie S. Folkes Journal of Consumer Research, Vol. 36, No. 6 (Agair 2011), p A text snippet from the text shows the search terms in context our field: (1) whether consumer behavior should be an independent discipline (Belk 1984; Delighton 2007; Hirschman 1986; Holbrook 1985; 1987; Kernan 1995), (2) what is (and is not) consumer behavior (no. what constitutes the field's boundaries; Delighton 2007; Folkes 2002; Frank 1974; Holbrook 1987; Jacoby 1976; Sheth 1982; Simonson et al Read Online Download PDF Ouick access to a PDF version of the article Advertising and Consumer Behavior Daniel K. Stewart Journal of Advertising, Vol. 3, No. 3 (Summer, 1974), pp. 16-20 in advertising and consumer behavior research, the psychology of communication, communication theory, and psycholinguistics. He has published over two dozen articles and one textbook in these areas. ABSTRACT if the advertiser is to ever receive coherent explanations on the relation between his advertising and subsequent consumer behavior . then a								

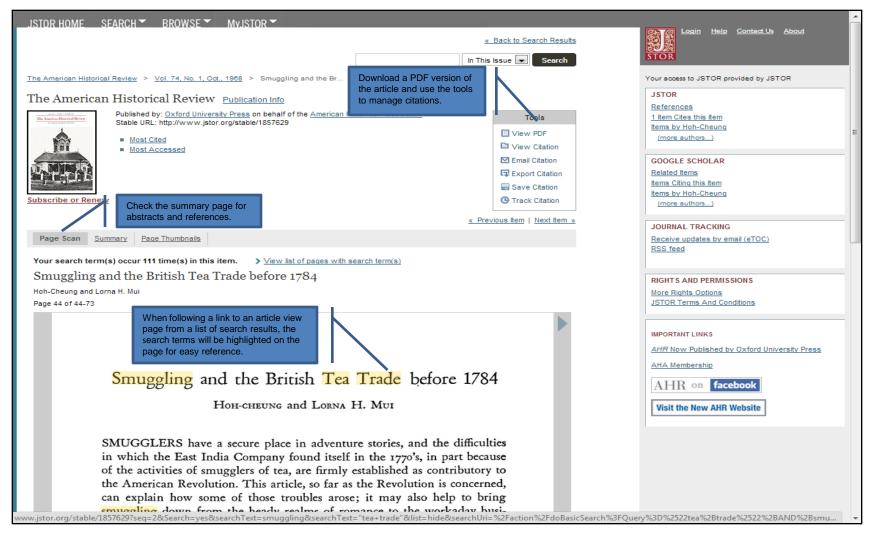
Search Results



- The search results pages offer many features for sorting and reviewing search results.
 - Use the tabs at the top of the search results list to filter results to a specific type of content (journals, books, pamphlets).
 - Use the sorting options to view search results by relevance, oldest items, or newest items. Use the "Display" option to view more results on a single page.
 - By default, all search results are for content licensed or purchased by the host institution. Researchers may choose to see results for all content on JSTOR by changing the "Show" option to "All Content."
- Researchers may access the full-text of an item from the search results page.
 - Click on an item title to go directly to the full text of the item.
 - Choose "Article PDF" to immediately obtain a copy of the article for downloading.

Article View Page





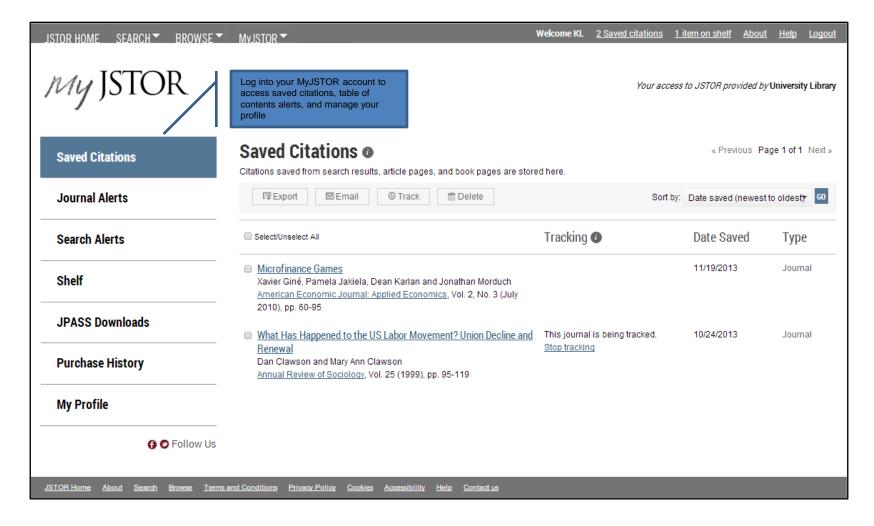
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 - The right-hand side of the page provides helpful links to related content on JSTOR and to searches for related content on Google Scholar.
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 - When reached via a search, the book view page shows links to two of the most relevant chapters at the top of the page.
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დიდი მადლობა, რომ სარგებლობთ ჩვენი ბიბლიოთეკით

