

Module 3: Customer Insight in Sustainable High-end Tourism

Additional readings

Introduction

Shadma, Shahid and Justin, Paul (2021): Intrinsic motivation of luxury consumers in an emerging market. *Journal of Retailing and Consumer Services* 61: 1–11.

Defining Customer Knowledge and Customer Insight

Eckhardt, Giana, Belk, Russell, Wilson, Jonathan AJ (2015): The rise of inconspicuous consumption, *Journal of Marketing Management*. 31 (7–8): 807–826.

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Tools for Understanding Customer Insights in a Global Context

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Tools for understanding European Perspective

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