

Explaining the Impact of Marketing Items on Post-Consumer Behavior in Russian Consumer Society Based on Supply Chain Management

Diana Stepanova¹, Larisa Makhova², Alexander Biryukov³

¹Department of Finance and prices, Plekhanov Russian University of Economics, Moscow, Russia.

²Department of Economic theory, Saint-Petersburg Mining University, Saint-Petersburg, Russia.

³Department of Economic theory and analysis, Sterlitamak branch of Bashkir state University, Sterlitamak, Russia
s_diana@mail.ru

Abstract— Postmodernism is a variety of meanings and definitions, is used to refer to many aspects of social life from musical forms and styles, literature and fine art through to philosophy, history and especially the mass media and consumer culture. Postmodernism is a slippery term that is used by writers to refer to several different things. In addition, post modernism and profound changes in marketing requirements has great impact on consumer society. The consumer plays a significant role in the demand and supply chain for every economic system. The purpose of this study is to explain the impact of motivation, perception, attitudes of post-modern consumer and post-modern marketing on post-consumer behavior based on supply chain management. This research is applied in terms of its purpose while, in terms of collecting information, it is a descriptive study. The statistical population of the research is Russian consumer society. The statistical population of the research is Russian consumer society. According to the Cochran formula, an estimated 384 individuals from this population were selected randomly with an estimated error of 0.5 and self-confidence of 0.95. The data collection tool is a questionnaire designed by the researcher. For Cronbach's alpha, the reliability is 0.95. For analyzing the data and measuring the impact of the model variables, a structural equation model was used with Imus software. The results of this study indicate confirmation of the impact of the variable of motivation, perception, attitudes of the post-modern consumer, and finally the effect of post-modern marketing on post-consumer behavior.

Key words— *post-consumer behavior, motivation, perception, attitudes of post-modern consumer, post-modern marketing, supply chain management.*

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1. Introduction

Postmodern concepts have created new doubts and perspectives in the social sciences, humanities and even physical sciences. Management fields, especially organizational studies and consumer marketing research, have been faced with these doubts. Postmodern terminologies have entered management fields, creating new challenges for traditional perspectives and providing the basis for new approaches [1]. Like other sciences, marketing science has undergone many changes in the history its development and has experienced various systems and periods. After World War I, marketing has been globally discussed, and then has grown rapidly, and has served other sciences. Today, it is one of the fundamental concepts of our daily lives. Marketing systems were originally product-oriented. In these systems, the capabilities of the organization and what they can produce have been central. Minimum production costs, concentration on technology, stores loaded with goods, less competition, and almost exclusive markets are some of the characteristics of this period.

The manufacturer is superior to customer, and the customer has to adjust himself to the manufacturer even with standing in long queues. The sentences such as "whether you like it or not" or "you do not have to buy if you don't like" are typical sentences in the literature of this marketing system. In modern systems, customer marketing and his needs and desires are the basis of all decisions and plans of the organization. All facilities and abilities of the organization are in the direction of customer's satisfaction and happiness. The range of distribution

and service is abundant at the customer's intended location. Maximization of profits is possible through customer satisfaction, and in the literature of these systems, the terms such as "the customer is always right" are typical. In postmodern marketing, the customer is so bored with always-available products. He wants to choose freely and comfortably, and he wants to look around the market joyfully and find what he has in mind. In postmodern marketing, customers are made look for goods in various ways. In this perspective, instead of customer orientation, concepts such as secrecy and expectation arise that give rise to the entertainment and excitement of the customer. Consciously or unconsciously, customer is trapped and "surprised" by postmodern marketing methods. The literature of this kind of marketing is not predictable! Probably, sentences like "Not Available Right Now" or "come back tomorrow" can have a special place in post-modern marketing [6]. Despite the modern marketing achievements, postmodernism is questionable regarding the doubts it has created about modern marketing. Several authors contributed to the discussion, including [6]. [7] has realized that marketing has evolved and has exceeded the academic and immutable patterns that had dominated for many years. The postmodern marketing book addresses the implications of post-consumer behavior in the field of marketing, and concludes that in many respects, this idea really works [3]. Over the past two decades, in line with technological advances, new forms of production, such as timely production, commodity diversity, flexible labor, and fluidity of capital for economic production have grown steadily. As a result, the movement of marketing from modern to postmodern, the precise recognition of marketing strategies and methods, as well as the introduction of new marketing models in line with change, are unavoidable for market engineering. With the above definitions, by changing the consumer approach from materialism to semanticism as one of the main characteristics of postmodernism and with changes in marketing requirements the main evidence of which is various researches of people such as [7], there is a need to create a model for designing postmodern effects on the marketing mix, post-purchase behavior, and their components. What is certain is that the transition of market philosophy from the philosophy of production to the sale and then to the market

management-or modernism-, and finally, the postmodern world clearly shows the need for a review of possible changes in marketing science. Although the topic of postmodernism has entered various sciences, there are few pieces of research on the impact of postmodernism on consumer behavior and marketing dimensions as a presentation of a model in this direction. So, given the existence of this research gap and as well as perpetual evolution of sales and services to consumers, the importance of addressing this research field is essential. Therefore, the present study seeks to answer the main question: What is the effect of postmodern marketing on the components of post-consumer behavior based on supply chain management?

2. Research background

2.1 Theoretical background of research

2.1.1 Postmodernism

"Modernism "or" modernity "is a philosophical-social term that refers to signs, products, or models of technological life, and incorporates the concepts of industrialization and growth in a technical and human dimension. Modernity, or "modernization", began exactly when man discovered himself. In fact, it dates back to the time when "wisdom" emerged during the period of "Enlightenment" as the best characteristic of mankind. Modernity was a period of development of human knowledge based on distinct rational principles and relying on the existence of "the best method" [2].

When asking questions like: "Are we beyond the machine age? Beyond the time when people did not have any skills at work? Does working in self-governing teams, in a global, flat and open relationship network, makes people more capable and self-controlling and less exploited?, [4] spoke of post-modern management. He added "In the post-modern revolution, various parts have found that the terms such as comprehensive quality management, socio-technical systems, and empowerment of flexible production systems have replaced the terms "modern control" and "Modern command", and even the pre-modern consolidation and coercion. [6] argue that "pre-modernism is skillful management; modernism is pyramid management; and post-modernism is network management. However, post-

modernism is not just a management system and a flat network organization, but a way to explore and challenge forms of exploitation" [5].

An important difference between pre-modernism, modernism, and post-modernism is in the change in the narrative. In fact, post-modernism has proposed the hypothesis of the metaphorical death, replacing it with a number of rival narratives. In the modernistic narrative, scientific management and human relations management were targeted. The individual was a mechanistic tool that was scientifically controllable. In Weber's theory, large businesses, like government, should be formalized, standardized, centralized, customized, and specialized. In post-modernism, individual who is the victim of a system of existing scientific categories must be released from being imprisoned in the material world and in organizational goals. Post-modernist narrative emphasizes the organization of the network, horizontal coordination, and interim relationships between the seller, the consumer and the employees. It is a responsive, interim, and sectorial network that fades all organizational boundaries. In this case, post-modernism is associated with environmentalism. Because of this environmentalism, attention was paid to diversity and change, which was opposed to the values of modernity [11]. Post-modernist management defines the components of management in a different way; the components of planning, organization, command, coordination, and control are presented in the form of: innovation and initiative, active organization, encouragement, co-creation, and self-control [5].

2.1.2 Another concept of postmodernism: Regression marketing

[15] outlined the concept of regression marketing as a marketing in which the success of marketers, instead of being in satisfying their need, is in giving torture. [15] states that regression marketing activities are based on these fundamental bases: Exclusive rating: Prescribing, "You want it! You cannot buy it now, come back later, buddy. "Instead of saying" Come on, everyone can have one". It is one of the new marketing principles, and advises you not to deliberately distribute inventories and to delay customer satisfaction.

-Secrecy: While the new marketing is explicit, regression marketing enjoys secret operations.

-Exaggeration: In today's world, exaggeration is vital, and can take place in a variety of ways, from mystery to insult and surprise.

-Entertainment: The biggest weakness and one of the factors contributing to modern marketing failure is that it's not entertaining.

-To be fooled: Customers love to be made fun of; for efficacy, it is not necessary for the jokes to be sophisticated and sophisticated, but they can be superficial and inexpensive. If a brand is well-liked even by those who are tricked, it will make a massive material benefit. Satisfying the demands and supply chain of the customers without thinking about them will result in the production of Me-too products from an existing commodity, imitation of promotional activities, and ultimately a downturn in the market [7].

2.1.3 Postmodern consumer characteristics

Today's consumer lives in a world full of "doubt" of ambiguity and instability. In this case, organizations, if they want to survive in the postmodern market, need to know consumers' needs and satisfy them [10]. Another postmodern feature is self-alienation of humans. After all, postmodern consumers are looking for independent and individual consumption experiences as well as collective consumption. Considering some consumer characteristics of this era is interesting:

- Consumers make their identity through the goods or services they consume, especially through the intangible value of goods or services. In this case, the value of the symbolic and cultural product is more than its functional value.
- Gender has no meaning and individualistic concepts are raised.
- It is free and does not adhere to any goods and conditions.
- The consumer wants immediate satisfaction (needs of satisfaction) and optical supply of services and responsiveness by the supplier of goods and services.
- If the provider fails to provide individual services, he loses his credibility.
- It is information-oriented.
- Expects more than the company claims
- Postmodern consumers have many life styles often associated with incompatible value systems [13].

2.2 Practical background of the research

According to what was already said in the statement of the problem and considering the fact that there are few fundamental or exploratory research studies on post-modernism, especially its effect on customer and more specifically on the marketing mix, there is a clear need for suggesting a model in this field. As stated above, there has been few research studies in the field of postmodern impact on marketing in general. Below, they are briefly mentioned: in their article on the comparison between Russian handicrafts marketing techniques with postmodern marketing techniques, [12] confirmed the disparity between the two and found postmodern marketing as a way to improve Russian handicrafts. [12], in their article entitled Postmodernism and Marketing in the New Millennium and addressed issues such as postmodern consumerism, affiliate marketing, and individual marketing. The researchers have argued that today, consumer role has changed from a passive to an active and influential one, and by changing the thinking, demands and supply chain and expectations of customers, the type of competition has undergone tremendous transformation. But there is no consensus on how to make changes to match postmodern requirements. [13] in a paper titled "Segregation to Market Sharing and Marketing Strategy in the Postmodern Period," discussed the theoretical framework and the five postmodern conditions previously expressed in Freight and Venkatesh's research. In this study, they added three new [15] variants to the previous one. The previous conditions included tolerance, permanent presence, adjacent adjacency, partitioning, non-commitment, and non-respect of the subject. They added [22]'s variants, namely the shift of production and consumption, the emphasis on form and style, and acceptance of chaos. In an article on postmodern consumer representation, [19] highlighted the characteristics of post-modern consumerism and, finally, emphasized the increasingly diverse forms of data collection and discipline to concentrate the experience.

He also emphasized the creation of meaningful pictures and the spread of discussion of consumption in the early twenty first century. [15] focused on a case study of retail financial services in a postmodern marketing research, arguing that in the postmodern culture, the concept of "self" was fundamentally

decentralized, and in general, the main feature of an individual in post-modernism is avoiding commitment. This means that just when he is expected to be loyal, the consumer feels freer to buy from another seller. [16], in a post-modern marketing consumer research study, seeks to address the consumers' characteristics of the era, marking the Internet as an empowering tool that enables post-modern consumers to engage in direct, real-time, and personal communication. Moreover, he believes the Internet has brought the desire for selfishness, isolation, and loneliness to the postmodern community by creating the opportunity to express individualism and membership in homogeneous groups. [17], in an article on identifying and analyzing the network map of the influential factors of postmodern marketing on the application of motivation, argued that cultural, political, economic, social, and individual-organizational factors influence the application of the motivation. [14] in a research on marketing in the modern era examined the fundamental concepts of postmodern philosophy, and eventually conclude advertising and, especially, the media play an important role in the postmodern market.

In their study, [18] designed and developed a marketing model for the design of a sustainable marketing model for Iran's automotive industry. They concluded ethical, strategy-oriented, innovative, and philanthropic marketing were marketing models which can affect sustainable marketing. [19] in a paper entitled "Designing an integrated fuzzy Marketing Model" used fuzzy approach and analyzed experts' opinions to design a model. They benefitted from factors such as product lifecycle, marketing strategies, budget for promotion activities, and the nature of competition and industry as the key building blocks for designing an effective marketing communication model. In an article entitled "Choosing the right paths to the market, designing a profitable consumer market entry model", [16] designed a model enabling managers to identify and analyze the key activities needed to deliver to different market sections.

2.3 Development of hypotheses and conceptual pattern of the research

Postmodern consumer does not follow the traditional values of society and his patterns of behavior are

unpredictable [4]. [19] Studies are the basis of the first hypothesis of research considering the pattern of unpredictable consumer behavior based on impact of motivation on post-consumer behavior based on supply chain management.

Postmodernism means the period of different perceptions; the period of emphasis on man and his symbolic realities. In the postmodern era, there is no border between the customer- organization in the market, consumer-employee, and organization-individual. This means the beginning of postmodernism, a period of conflicting ideas, obscure concepts, and destroying of all factors generally. In postmodernism view, we turn toward semanticism, and instead of emphasizing on the product (in the modernism view), we turn to consumption [16]. One of the postmodern features is self-alienation of humans; after all, postmodern consumers are also seeking both independent and individual consumption experiences and group and collective consumption [13]. Reversal of production and consumption expresses how consumers use consuming the products in order to show their self-image. In this case, this is the symbolic properties of the product that creates value for the customers, not its functional and emotional properties [18]. The stated contents are the basis for the expression of the second hypothesis of the research. In the postmodern era, using of symbol in consumption (simulations in consumption) is more important.

Evolution of marketing concepts from production-centered and sale-centered philosophy to market-oriented marketing indicates the process of rationalism and modernity. The postmodern viewpoint, not only is at the opposite point of conceptualizations of marketing evolution, but also it puts into question the many generalizations of marketing. [19] expresses consumer activity in selling and presence at the store are consumer characteristics of postmodern and because of that customers are considered as partners of the company, their satisfaction will also increase. [15] Numerous studies are the basis of the third and fourth hypotheses of the research.

The major characteristic of postmodern humans is lack of commitment, which means that loyalty has turned into a temporary and transient issue. [21] research is the basis of the fourth hypothesis of research by expressing consumer insensitivity, which

stems from trends based on postmodernism. Consumers do not always use sophisticated calculations to make a decision to purchase. In this connection, it refers to mental thumbnail accounts that make quick decisions. Especially when a limited problem solving occurs before taking a choice. We often resort to an exploratory decision or the mental rules that lead us to make a quick decision. Some of these perceptions, include: Citation to a commodity mark (tangible elements of goods), market beliefs, brand names (brand loyalty), Country of origin (builder), Prices and retail stores. Influence of hypotheses expressed on consumer purchasing behavior is the basis of the fifth hypothesis of the research.

Considering the research background, the extracted dimensions were identified in order to measure the variables of the research. There are few pieces of research on the impact of postmodernism on consumer behavior and marketing dimensions as a presentation of a model in this direction and considering that, the conceptual model of the research was explored through exploratory study using qualitative research with a live codification approach (open, axial and selective). The hypotheses are as follows:

First hypothesis: motivation has a positive and significant impact on Postmodernism.

Second hypothesis: postmodern marketing has a positive and significant impact on post-consumer behavior based on supply chain management

Third hypothesis: attitudes of post-modern consumer have a positive and significant impact on post-modern consumer behavior.

Forth hypothesis: perception has a positive and significant impact on post-modern consumer behavior.

Given the hypotheses, conceptual framework of the research is shown in figure 1

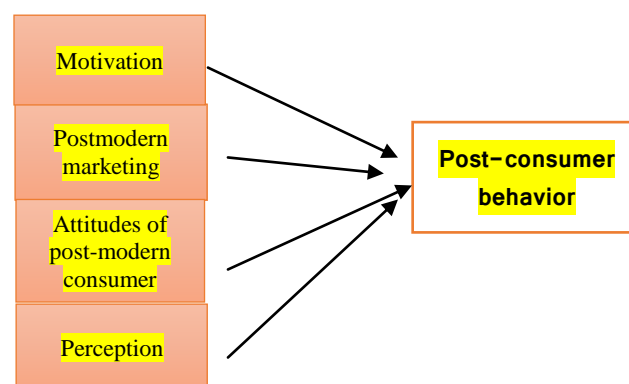


Figure 1. Conceptual model derived from exploratory study

3. Methodology

The present research is applied in terms of the purpose and in terms of collecting information lies in the category of descriptive and survey studies. In order to regulate the literature, the library method was used, including the review of books, articles, and theses related to the topic. In addition, to investigate the case study, a researcher-made questionnaire was used. Based on the Likert scale, the statistical population of the Russian consumer society was determined. Therefore, according to the unrestricted statistical population, using the Cochran formula in the unlimited population at 95% confidence level and an estimation accuracy of 5%, the sample size was estimated to be 384, randomly determined. In order to analyze the descriptive data of the research, the methods of descriptive statistics (frequency distribution, mean, standard deviation and variance table) were used to describe the variables. To analyze the data and to investigate the relationship between factors and determine the share of each, structural equation modeling was used. Structural Equation Modeling is a comprehensive statistical approach for testing hypotheses about the relationships between observed variables and hidden variables. Through this approach, we can test the acceptability of theoretical models in specific populations. Since the model proposed in this research is a model derived from the exploratory study, and therefore the studies and interviews with experts familiar with the subject are prepared through grounded theory, it is necessary to examine this model using structural equations in a particular population. SPSS21 and AMOS22 software were used to analyze the data. To measure the reliability of the questionnaire, the Cronbach's alpha calculation method was used which was equal to 0.95 and indicated the high reliability of the items of the questionnaire.

4. Findings

The results of the demographic findings of the research indicate that most of the subjects were female (54.1%), and the highest frequency of people

in terms of age and education were 20-30 years old (45.5%) with educational degrees of Diploma and bachelor's degree (40.6%). Analysis of the measurement models in the single-factor analysis section indicate the desired factor loads of the obvious variables in the research to explain the hidden variables and measure them well. After examining the measurement patterns for the test of significance of the hypotheses, the partial index of the critical value, CR, and P were used. Based on the significant level of 0.05, the critical value should be greater than 1.96. If the parameter value is lower, it is not considered significant. In addition, the values smaller than 0.05 for P indicate a significant difference between the calculated values for regression weights with zero at 0.95. In the following, the hypotheses along with the regression coefficient and the values of the partial indices related to each hypothesis as well as fit indices related to the model of each hypothesis are presented. The structural hypothesis model has been used for examining the main hypothesis. All the path coefficients in the above-mentioned model are positive and show the high impact of independent variables on dependent variables, except the effect of the perception variable on the purchasing behavior of post-modern consumer, which has a negative path coefficient indicating the lack of a positive and significant effect of this variable on the dependent variable.

In general, for evaluating the designed model using AMOS 21 software, the FIT indices shown in Table 1 were used, and based on this, the GFI fit criterion represents a measure of the relative value of variances and covariance. It is explained by the model and its value ranges from zero to one variable. The closer to one, the better the fit of the model with the observed data. For this model, this is higher than 0.9, which confirms the results of the Chi-square test. The Increasing Fit index (IFI) and Comparative Fit Index (CFI) also have values above 0.9 which indicate high fit of the model compared to the possible models. Finally, to determine how the model combines fitting and saving, the very strong index of Root Mean Square Error of Approximation, RMSEA, was used. The value of this indicator for the model designed in this study shows the excellent FIT of the collected data.

Table 2. Research hypotheses plus standard coefficients and partial index values

Hypotheses	P	C.R	Standard coefficient	Results
1. Motivation has a positive and significant impact on post-consumer behavior.	0.00	13.45	0.086	Confirmed
2. Postmodern marketing has a positive and significant impact on post-consumer behavior.	0.00	4.59	0.062	Confirmed
3. attitudes of post-modern have a positive and significant impact on the post-consumer behavior	0.00	3.79	0.345	Confirmed
4. perception have a positive and significant effect on post-purchase behavior of post-modern consumer	0.00	5.31	0.175	Confirmed

Based on the table, in the first hypothesis, the CR value, which is 13.45 and above the standard value of 1.96, confirms the hypothesis. In addition, the rate of the path coefficient of this hypothesis is 1.00, which in total indicates the positive and significant effect of the variable of motivation on post-consumer behavior is at 95% confidence level. In relation to the second hypothesis, the CR level is 4.59 and above the standard rate and the path coefficient is 1.00, which confirms the hypothesis and the positive and significant effect of postmodern marketing on post-consumer behavior. The third hypothesis with the CR level of 3.79 and path coefficient of 0.74 is confirmed, as well, indicating a positive and significant effect of the postmodern consumer trend on the postmodern marketing. In the fourth hypothesis, CR is 5.31 and the path coefficient is 0.80. As a result, the positive and significant effect of postmodern marketing on consumer behavior is confirmed at a 95% confidence level.

5. Discussion and Conclusion

The purpose of this study was to examine the

Table 1. fit indices of main hypotheses model

GFI	CFI	IFI	RMSEA	CMIN/DF	DF	CMIN
0.956	0.900	0.902	0.066	2.282	141	321.778

marketing model from a post-modern viewpoint derived from an exploratory study by quantitative methods and through structural equation modeling.

The results related to research hypotheses indicate that:

1. In the first hypothesis, which evaluates the impact of motivation on post-consumer behavior, referring to the confirmation of the hypothesis, it can be concluded that in the Russian consumer society, the variable of motivation affects post-consumer behavior. This means the effect of perception, especially in cosmetic or clothing categories, can be of interest to marketers in design. The confirmation of this important issue in creating postmodern world thoughts is noteworthy.

2. In the second hypothesis, which measures the impact of postmodern marketing on post-consumer behavior, the confirmation of the hypothesis means that in the research sample, the causal variable of postmodernist thinking has an impact on the pivotal variables of attitudes of post-modern. Considering the fact that the pivotal variable of this study is the attitudes of post-modern, which on the one hand is influenced by the postmodern philosophy and the changes of the world today, and on the other hand is the cause of the creation of the created marketing requirements, the confirmation of this hypothesis implies the need to consider the issues raised, including tendencies conflicting with the market. It creates symbolism and tendency to symbols or emphasizes the specificity of the customer among other customers. The postmodern semantic consumer semantic has tendency to many symbols and, in particular, to the national symbols. Considering this element in the design or packaging of different products can satisfy such customer needs.

3. In the third hypothesis, which measures the impact of attitudes of post-modern on the postmodern marketing, confirmation of the hypothesis suggests that the pivotal variables of the research, which is post-consumer behavior, has a positive and significant effect on research strategies. Marketing experts, in the context of the symbolism and

specificity of postmodern consumer specifications, are bound to create productive or multifaceted products that justify the complexity of the client and draw attention to the sensation of discovering the hidden angles of product design. The findings of this section with the findings of [17] are consistent.

4. In the fifth hypothesis, which evaluates the effect of perception on post-modern consumer behavior, the impact of the interventional variable of perception on post-modern consumer behavior is rejected, which can be due to several reasons:

One of these factors can be confirmation of the more effective role of other factors and components of other variables, especially the attitudes of post-modern or useful strategies outlined in the marketing, which has diminished the role of the interventional factor of the perception.

-The main factor investigated in the intermediary variable of the mental shortcut is price. In fact, the terms of this variable are related to the price factor, and with the rejection of its role in the behavior of consumer purchasing, it can be concluded that price does not have a significant and important role for post-modern consumer and lower prices do not necessarily make him change his mind.

The rejection of the hypothesis suggests that the mind of post-modern consumer is complex and is unlikely to be short-circuited in the decision-making direction. The major limitation of the research was the lack of sufficient resources on the subject of research, especially in the Latin literature sector in recent years, which itself testifies to the fact that the subject matter needs the attention of the researchers in this category.

Given the above-mentioned issues, it is suggested:

-Based on the strategies of the exploratory model, as well as considering the confirmation of this hypothesis and the effect of post-modern consumer behavior on postmodern marketing and also the positive and significant effect of this variable on post-consumer behavior, it is suggested the components of the marketing mix expressed in this study should be paid special attention to. For example, product boosting strategy and the creation of multi-functional products with apparent or technical complexity can be considered.

-Discriminatory pricing or the use of variable and unpredictable pricing that will attract attention of the customer.

-Using the physical presence of the customer in the store or creating virtual pages for consumer exchanges or product support campaigns.

-Using national or international symbols and myths in designing products and packaging them.

-Considering the rejection of the effect perception on post-modern consumer behavior in the Russian consumer society, it is suggested that marketers pay less attention to product price and more attention to quality.

-It is suggested to consider the marketing model from a postmodern point of view in other societies and examine the impact of its variables in different societies, because even though today we cannot see all the characteristics of postmodernity in the Russian society. However, confronting it in the not too distant future is inevitable [23].

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