



BU PhD Studentships 2007

Understanding 21st Century Consumption

Background to Research

The Corporate and Marketing Communications Academic Group already has a number of active academic researchers, and we are now seeking to extend our existing consumer research expertise through the recruitment of exceptional PhD students. As a group we are interested in qualitative research into hidden aspects of modern consumption.

For example, one area we are currently developing into a larger scale research project concerns personal relationships - the effect of relationships is central to understanding buying decisions and shopping behaviour but there are still many unexplored aspects. What is the effect when relationships break up, for example? What is the effect of advertising when more than one person is involved in the purchase? What is the impact of factors such as ethnicity or religious belief?

The precise area of your possible research is flexible-you may wish to develop previous studies you have undertaken yourself, or design research around a topic of your own particular expertise or interest within the realm of consumption.

Outstanding Applicants

We are looking for outstanding applicants who will preferably have a first degree in marketing, sociology or psychology. But more importantly, you should have experience of conducting qualitative research and a fascination in understanding more about 21st century consumption! The precise topic of your research will be driven by your own interests and experience but in its broadest terms, should fit into the area of 'consumer behaviour'.

Supervisory Team & Research Environment

The successful PhD student will be supervised by Dr Sue Eccles, whose research interests lie in understanding the modern consumer and consumption practices. She has researched extensively into topics such as addictive consumption, consumers and money, credit and debt, and consumption and gender. She is part of a team of other enthusiastic and innovative consumer researchers, who collaborate both within the Media School and with academics from other universities.

Informal Enquiries

If you are interested in joining our team of consumer researchers, please contact Sue for an informal discussion about your ideas:

seccles@bournemouth.ac.uk

Information on [how to apply for studentships](#)