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Using *Business Source Complete*

Access: Go to the Library's homepage at www.uncp.edu/library/. Click **Electronic Resources**. Click **Database Title**. Click the letter **B** and you will see a list of databases. Click **Business Source Complete**.

Advanced Search: The advanced search opens automatically in all Ebsco databases (see image below). You can combine keywords by using **and** (e.g., **marketing and consumer behavior**). You can interchange different words with similar meaning (such as 'adolescent' and 'teenager') using **or** (e.g., **adolescent or teenager**). You can also truncate words with an asterisk (e.g., **manag*** = **managed**, **manage**, **managing**, and **management**).

Searching: **Business Source Complete** | Choose Databases »

 marketing and consumer behavior in Select a Field (optional) **Search**


AND [] in Select a Field (optional)

AND [] in Select a Field (optional) [Add Row](#)

[Basic Search](#) | [Advanced Search](#) | [Visual Search](#) | [Search History](#)

The advanced search allows you to combine and experiment with various sets of keywords. For example, if you were researching 'effective marketing strategies for people between the ages of 13 and 19,' then you would use the first **Find** box to enter the main keywords (**marketing campaigns or marketing strategies or market***) and then use the second **Find** box to limit to your target group (**adolescen* or teenag***). You then might use the third box to experiment with various related aspects (e.g., **advertising, clothing, media, music, social networking, video games**, etc.) You can add additional search boxes by clicking the **Add Row** link.

Searching: **Business Source Complete** | Choose Databases »

 marketing campaigns or marketing strategies or market* in Select a Field (optional) **Search**

AND [] adolescen* or teenag* in Select a Field (optional)

AND [] [] in Select a Field (optional) [Add Row](#)

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The Results List: Articles in the results list are arranged by relevancy to your keywords. The list displays 10 results on each page. To see the next page of results, click the **Next** link. Full-text articles are listed as **PDF Full Text** or **HTML Full Text**. Full text articles can be printed, emailed, or saved to a disk by clicking the **Print**, **E-mail**, or **Save** links.

12. [The Tactical Use of Mobile Marketing: How Adolescents' Social Networking Can Best Shape Brand Extensions.](#) 

By: Okazaki, Shintaro. Journal of Advertising Research, Mar2009, Vol. 49 Issue 1, p12-26, 15p, 6 Diagrams, 5 Charts

Subjects: CONSUMERS -- Attitudes -- Research; INTERNET marketing; MANAGEMENT science -- Research; WIRELESS communication systems; RESEARCH; INTERNET advertising; INTERACTIVE marketing; DIRECT marketing; PUBLIC opinion polls; CUSTOMER services; MARKETING; CONSUMER satisfaction; TELECOMMUNICATION systems; CELL phone systems; BUSINESS communication; EVALUATION; SOCIALIZATION

Database: Business Source Complete

 Add to folder | Relevancy:  | Cited References: (43)

 HTML Full Text  PDF Full Text (5.9MB)

Article Citations: Citations to articles contain important identifying information, such as the author, title, publication information, and abstracts (summaries), but not the full text of the article (see image below). Click the **Result List** link in order to return to the results list.

[Adolescent consumption autonomy: A cross-cultural examination.](#)

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Source: Journal of Business Research; Dec2010, Vol. 63 Issue 12, p1342-1348, 7p

Document Type: Article

Subject Terms: *MARKET segmentation,
*CONSUMERS,
*INTERVIEWS,
*CONSUMPTION (Economics),
TEENAGERS

Geographic Terms: FRANCE,
UNITED States

Abstract: Abstract: **Adolescents** are an important **market** segment globally not only for their spending power as **adolescents** but also for their future spending power as adults.

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