

Assessment and Analysis of Literary Criticism and Consumer Research

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Abstract : This article proposes literary criticism as a source of insight into consumer behavior, provides an extensive overview of literary criticism, provides concrete illustrative analysis, and offers suggestions for further research. To do, a literary analysis of advertising copy identifies elements that provide additional information to consumer researchers and discusses the contribution of literary criticism to consumer research. Important post-war critical schools of thought are reviewed, and relevant theoretical concepts are summarized. Ivory Flakes' advertisements are analyzed using a variety of concepts drawn from literary schools, primarily sociocultural and reader responses. Suggestions for further research on content analysis, image analysis, and consumption history are presented.

Keywords : consumer behaviour, consumer research, consumption history, criticism

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