

Breaking the ice : understanding and overcoming consumer resistance to frozen foods

Waseem, Muhammad Adnan; Waqas, Muhammad; Ekinci, Yuksel; Khan, Muhammad Fawad; **Hollebeek, Linda Desiree** British food journal 2025 / p. 1923-1941 <https://doi.org/10.1108/BFJ-11-2024-1123> [Article at Scopus](#)

Luxury consumption as identity markers in Tallinn : A study of Russian and Estonian everyday identity construction through consumer citizenship

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The effects of consumer cosmopolitanism on purchase behavior of foreign vs. domestic products

Parts, Oliver; Vida, Irena Managing global transitions 2011 / p. 355-370 : ill

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