## **Contents**

Preface

Guided tour	xviii
Acknowledgements	xxii
Publisher's acknowledgements	xxiv
About the authors	xxvi
Dark	
Part A Consumers in the marketplace	
Chapter 1	
An introduction to consumer behaviour	3
Consumption in Europe? The European consumer?	4
Consumers' impact on marketing strategy	8
Marketing's impact on consumers	14
Do marketers manipulate consumers?	20
Consumer behaviour as a field of study	22
Chapter summary	27
Key terms	27
Consumer behaviour challenge	28
Notes	28
Chapter 2	
A consumer society	31
Consumer culture	32
The meaning of things	33
A branded world	37
Global consumer culture	41
The politics of consumption	49
Chapter summary	54
Key terms	55
Consumer behaviour challenge	55
Notes	56
Chapter 3	
Shopping, buying and evaluating	59
Introduction	60
Antecedent states	61
Social and physical surroundings	64
Shopping: motivations and experiences	70
E-commerce: clicks vs. bricks	74
Servicescapes: retailing as theatre	78
Post-purchase satisfaction	86
	vii

xiv

Do attitudes predict behaviour?		290
Persuading consumers to change attitudes		296
Chapter summary		306
Key terms		306
Consumer beha	viour challenge	307
Notes		307
Chapter 9		
Individual de	cision-making	312
Consumers as problem-solvers		313
Problem recogn	ition	320
Information sea		321
Evaluation of al		333
	selecting among alternatives	337
Chapter summa	ary	352
Key terms		353
	aviour challenge	354
Notes		356
Case study 9	How research into consumer attitudes led to the creation	
	of the O2 brand	361
Case study 10	Fear, guilt and shame: the use of emotions in advertising	
	to change public behaviour	364
Case study 11	What do consumers do with advertising: This lemon is a	
	bomb: how consumers read rhetorical visual imagery in	
	advertising	367
Case study 12	Hidden motives: is consumer behaviour shaped by fairy	
	tale archetypes?	371
Case study 13	From lamb's fry, three eggs and bacon to processed	
	cereal: Kellogg's transforms the Australian breakfast	
	landscape in the post-war years	376
Part D		
European	consumers and their social groups	
Chantar 10		
Chapter 10 Group influer	nce and opinion leadership	383
Introduction	,	384
Reference grou	ns	384
Conformity	r-	396
Word-of-mouth	communication	401
Opinion leaders		407
	Chapter summary	
Key terms		415
Consumer behaviour challenge		416
Notes		417

•	nily structures, household decision-making	
and age coh	orts	422
Introduction		423
The family		423
	rporation: family decision-making	430
	ision-makers: consumers-in-training	433
Age and consur	•	437
	t: it totally rules	438
Baby busters: '0	Generation X'	440
Baby boomers		441
The grey market		441
Chapter summa	ary	447
Key terms	wieur ehellende	448
Consumer beha	viour challenge	448 449
Notes		449
Chapter 12		
Income and	social class	453
Social class	ding and economic behaviour	454
	s affects purchase decisions	460 470
Status symbols	•	475
-	ctices: class-based lifestyles	478
Chapter summa		483
Key terms	n y	484
Consumer beha	oviour challenge	484
Notes	wiedr dranerige	485
Case study 14	Taking on adulthood: a story of consumption constraint	489
Case study 15	Good child, bad child: observing experiences of consumer socialization in a twenty-first century family	492
Case study 16	To consume or not to consume: motherhood as an	
case study 10	identity project	495
	identity project	433
Case study 17	Opting out, fitting in: stories from young non-drinkers	498
Part E		
Culture a	nd European lifestyles	
Oh == 1 == 1 = 1		
Chapter 13	consumer behaviour	505
		505
Culture and consumption		506
Myths and rituals		510 525
	Sacred and profane consumption	
Chapter summa	ary	533
Key terms		534

Consumer beha	viour challenge	534
Notes		535
Chapter 14		
•	ge processes	539
ntroduction		540
The diffusion of	innovations	554
The fashion sys	tem	560
Chapter summa	ry	570
Key terms		571
Consumer beha	viour challenge	571
Notes		572
Chapter 15		
New times, n	ew consumers	576
Lifestyles and consumption choices		577
Lifestyle market	ing	578
-	iences on lifestyles	591 605
=	Ethnic and religious subcultures	
The new Euro-co		611
Chapter summa	ny	618
Key terms	wisers at all and a	619 619
Consumer bena Notes	viour challenge	621
Notes		021
Case study 18	When the pumpkins deflate: from the introduction of	
	Hallowe'en to the autopsy of a failure	625
Case study 19	Firing enthusiasm: increasing acceptance of cremation	
	and the implications for consumer behaviour	629
Case study 20	Commercialization of rituals: Ramadan celebrations	
	in Turkey	633
Case study 21	I hate Christmas! Resisting the norms of the festival	636
Case study 22	"Tis the season": brand ritualization of Xmas beer consumption	640
Glossary		643
Indexes		654
Author index		654
Product/company/name index		666
Subject index		673