

List of case studies	xiii
Preface	xv
About the authors	xvii
Authors' acknowledgements	xix
Publisher's acknowledgements	xx
Part A Consumers in the marketplace	1
Chapter 1 An introduction to consumer behaviour	2
Chapter 2 A consumer society	35
Chapter 3 Shopping, buying and disposing	69
Part B How consumers see the world and themselves	123
Chapter 4 Perception	124
Chapter 5 The self	157
Chapter 6 Motivation, lifestyles and values	197
Part C Consumers as decision-makers	247
Chapter 7 Learning and memory	248
Chapter 8 Attitudes	282
Chapter 9 Individual decision-making	323
Part D European consumers and their social groups	381
Chapter 10 Groups and social media	382
Chapter 11 European family structures, household decision-making and age cohorts	435
Chapter 12 Income and social class	468
Part E Culture and European consumers	509
Chapter 13 Culture and consumer behaviour	510
Chapter 14 Cultural change processes	548
Chapter 15 Consumption and European consumers	590
Case studies	623
Glossary	667
Indexes	687