BRIEF CONTENTS

	Angrigor per la la certa de la filla de la filla de la Sagaria de la persona de la celebración de la c	
1	Understanding Consumer Behaviour	5
2	Consumer Behaviour and the Marketing Mix	31
3	The Decision-making Process, Buyer Behaviour and Brand Interaction	n 71
4	Innovation and Digital Technologies	111
5	Consumption in B2C vs. B2B	139
6	Drive, Motivation and Hedonism	171
7	The Self and Personality	207
8	Perception	233
9	Learning and Knowledge	269
10	Attitude Formation and Change	303
P	ART THREE SOCIOLOGICAL ISSUES IN CONSUMER I	BEHAVIOUR
11	Reference Groups	339
12	Age, Gender and Familial Roles	369
13	Culture and Class	405
14	Ethical Consumption	437
P	ART FOUR CONSUMER BEHAVIOUR IN CONCLUSION	
15	Post-purchase Behaviour	465

CONTENTS

Review questions

Case study: Trade in Europe

LIST OF FIGURES	хi	Further reading References	27 28
LIST OF TABLES	xiv		
ABOUT THE AUTHORS	xvi	2	
PREFACE TO THE THIRD EDITION	xviii		
LEARNING FEATURES	XX	CONSUMER BEHAVIOUR AND T	HE
THANKS FROM THE PUBLISHER	xxii	MARKETING MIX	
COMPANION WEBSITE	xxiii	Introduction	31
		Segmentation	32
		Products	38
		Price	39
PART ONE		Place	46
CONSUMER		Promotion	48
BEHAVIOUR		People	57 58
		Process	59
IN CONTEXT		Physical evidence Summary	62
		Key points	62
		How to impress your examiner	63
4		Review questions	63
		Case study: makeupbyeman	64
		Further reading	65
UNDERSTANDING CONSUMER BEHAVIOUR		References	66
Introduction	5	3	
Defining consumer behaviour	6		
Consumer behaviour in context	10	THE DECISION-MAKING PROCE	SS.
Consumer behaviour and the marketing mix	11	BUYER BEHAVIOUR AND	,
Consumers, relationship marketing	- 11	BRAND INTERACTION	
and marketing planning	12	***************************************	
Antecedents of consumer behaviour	16	Introduction	71
Psychology	17	Decision-making using goals	72
Sociology	19	Decision-making models	74
Anthropology	21	Interrupts	78
Economics	21	Risk and uncertainty	79
Neuroscience	23	Pre-purchase activities	81
Summary	24	The search effort	83
Key points	24	Factors affecting the external search	
How to impress your examiner	24	for information	84

25

25

Making the choice

Categorisation of decision rules

87

88

Involvement Dimensions of involvement Involvement with brands Increasing involvement levels Loyalty in buyer behaviour Unsought goods Summary Key points How to impress your examiner Review questions Case study: Under Armour, Inc Further reading References	90 94 95 96 97 98 100 101 101 102 103 104	Institutional organisations Buyers' techniques The buygrid framework Value analysis Evaluating supplier capability Evaluating supplier performance Summary Key points How to impress your examiner Review questions Case study: Sell2Wales Further reading References	152 153 155 157 158 159 160 161 161 162 163 164
INNOVATION AND DIGITAL TECHNOLOGIES		!	
			obsentanist Obsentanist
Introduction	111	THE STRANGE OF BEET ALL STA	a 2 11 H
The product life cycle	112		
Adoption of innovation	116	and the second s	
Categories of innovation adopters	119		
Innovative products	124	_	
Marketing approaches to new product			
launches	126	0	
Resistance to innovation	127		
Summary	130	DRIVE, MOTIVATION AND HE	ากมเรพ
Key points	131	DRIVE, MOTIVATION AND THE	701113H
How to impress your examiner	131		
Review questions	132	Introduction	171
Case study: Continuum	132	Drive	172
Further reading	134	Motivation	175
References	134	Classifying needs	176
		Motivational factors	183
		Individual factors	185
5		Motivational conflict	187
J		Goals	189
		Heuristics	192
CONSUMPTION IN B2C VS. B2	R	Hedonism	194
		Understanding motivation	198
		Research into motivation	198
Introduction	139	Summary	199
The decision-making unit	140	Key points	199
Influences on buyers	143	How to impress your examiner	200
Classifying business customers	148	Review questions	200
Business and commercial organisations	149	Case study: Cruise ships	200
Reseller organisations	150	Further reading	202
Government organisations	151	References	203

7

9

THE SELF AND PERSONALITY

Introduction	207
Self-concept	207
Personality	215
Approaches to studying personality	216
Type approach	218
Traits and factors	221
Psychographics	223
Summary	225
Key points	225
How to impress your examiner	225
Review questions	225
Case study: The decadence of	
Jean-Paul Gaultier	226
Further reading	227
References	228

LEARNING AND KNOWLEDGE

Introduction	269
Defining learning	270
Studying learning	271
The need for knowledge	285
Sources of consumer knowledge	294
Summary	295
Key points	295
How to impress your examiner	295
Review questions	296
Case study: Kumon	296
Further reading	297
References	298

10

8

PERCEPTION

Introduction	233
Elements of perception	234
Creating a world-view	236
How we process data in our head	240
Culture and perception	241
Using our ears to eat	242
Environmental influences	243
Perception and store atmospherics	244
Perception and consumers' characteristics	
and behaviour	249
Combining factors	250
Subliminal perception	253
Colour	255
Passing off, brandalism and subvertising	258
Summary	258
Key points	259
How to impress your examiner	259
Review questions	259
Case study: Politics, spin and the	
Scottish referendum	260
Further reading	262
References	263

ATTITUDE FORMATION AND CHANGE

Introduction	303
Defining attitude	304
Dimensions of attitude	306
Attitude formation	309
Attitude measurement	311
Functions of attitudes	312
Attitude and behaviour	314
The duality of private vs. public attitudes	317
Attitude vs. situation	318
Attitude towards adverts vs. attitude	
towards the brand	319
General vs. specific attitudes	320
Changing attitudes	320
Cognitive dissonance	324
Summary	326
Key points	326
How to impress your examiner	327
Review questions	327
Case study: Changing communications	328
Further reading	330
References	330

Roles in family consumption 393 PART THREE 395 Summary Key points 396 SOCIOLOGICAL How to impress your examiner 396 Review questions 397 ISSUES IN Case study: La Leche League Great Britain 397 CONSUMER Further reading 399 References 399 BEHAVIOUR **CULTURE AND CLASS** REFERENCE GROUPS Introduction 405 Culture 406 339 Introduction Formation of reference groups 340 Subcultures 415 423 Class Influence of reference groups 345 Summary 427 349 Modelling Mechanisms of personal influence and Key points 428 How to impress your examiner 428 word of mouth 350 Review questions 428 The emergence of word of mouse 357 Case study: CityFalcon 429 360 Summary Further reading Key points 360 430 References 431 How to impress your examiner 360 Review questions 360 Case study: Social care for the youth 361 Further reading 363 References 364 ETHICAL CONSUMPTION Introduction 437 Definitions and categories 438 AGE, GENDER AND FAMILIAL ROLES Ethics and the person 443 Ethics and the public 447 Disposal and recycling 448 Introduction 369 How old are you? (Cohorts and Summary 452 subcultures developed using age) Key points 453 370 Defining families 373 How to impress your examiner 454 Influence of children on buying decisions 379 Review questions 454 Changing nature of the family Case study: Ethical Consumer 454 385 Gender roles Further reading 456 389 Other functions of the family 391 References 456

PART FOUR CONSUMER BEHAVIOUR IN CONCLUSION

15

DOG	-T	DIII		ACE	BEH	AVIC	HID
PU:	5 I -	rui	KUH	ASE	BEH	Ανιι	JUK

Introduction	465
Quality	466

Post-purchase evaluation	468
Consequences of post-purchase evaluation	470
Cognitive dissonance	479
Disposal	482
Summary	482
Key points	482
How to impress your examiner	483
Review questions	483
Case study: Airbnb	483
Further reading	486
References	486

INDEX 489