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Titolo	Consumer behaviour : a European outlook // Leon G. Schiffman, Leslie Lazar Kanuk and Havard Hansen
Pubbl/distr/stampa	Harlow, England : , : Pearson, , [2012] ©2012
ISBN	0-273-72425-8
Edizione	[Second edition.]
Descrizione fisica	1 online resource (460 pages) : color illustrations, tables
Classificazione	QW 300
Disciplina	658.8342
Soggetti	Consumer behavior - Europe
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	An introduction to the study of consumer behaviour -- Consumer research -- Market segmentation -- Consumer decision-making -- Consumer motivation -- Personality and consumer behaviour -- Consumer perception -- Consumer learning -- Consumer attitude formation and change -- Communication and consumer behaviour -- Reference groups and family influences -- Social class and consumer behaviour -- The influence of culture and subculture on consumer behaviour -- Cross-cultural consumer behaviour : an international perspective -- Consumer influence and the diffusion of innovations -- Consumer decision-making-again.
Sommario/riassunto	The second European edition of Schiffman and Kanuk's classic Consumer Behaviour focuses not only on what consumers buy, but also why they buy, when they buy, where they buy, how they evaluate their purchase, and how they ultimately dispose of it. The text has been thoroughly adapted and revised to reflect European conditions, and to focus attention on critical concepts in consumer behaviour. The authors discuss the effects of family, social class, culture and subculture on the decision-making process, and, by taking a psychological approach, illuminate the ways in which marketers apply the principles of consumer behaviour to the development and implementation of marketing strategies.