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Nota di contenuto	Cover -- Consumer Behaviour -- Brief Contents -- Contents -- Chapter Summary -- Preface -- Guided Tour Of The Book -- Acknowledgements -- Publisher's Acknowledgements -- Consumers In The marketplace -- An Introduction To Consumer Behaviour -- Consumption in europe? The european consumer? -- Consumers' Impact On Marketing Strategy -- Marketing's Impact On Consumers -- Do marketers manipulate consumers? -- Consumer Behaviour As A Field Of Study -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Consumers As Individuals -- Perception -- Introduction -- The Perceptual Process -- Sensory Systems -- Sensory Thresholds -- Perceptual Selection -- Interpretation: Deciding What Things Mean -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Learning And Memory -- Introduction -- Behavioural Learning Theories -- Marketing Applications Of Learning Principles -- The Role Of Learning In Memory -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Motivation, Values And Involvement -- Introduction -- The Motivation Process: A Psychological Perspective -- Motivational Strength -- Motivational Direction -- Motivational Conflicts -- Classifying Consumer Needs -- Hidden Motives: The

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Perspectives On The Self -- Consumption And Self-Concept -- Gender Roles -- Body Image -- Consumer Behaviour Challenge -- Notes -- Appealing to taste buds or healthy lifestyles? Marketing low-fat foods to consumers in Greece -- Should I - or shouldn't I? Consumers' motivational conflicts in purchase decisions for electronics -- Prams are not just for babies . . .1 -- Hidden motives: is consumer behaviour shaped by fairy-tale archetypes? -- Consumers As Decision-Makers -- Individual Decision-Making -- Consumers As Problem-Solvers -- Problem Recognition -- Information Search -- Evaluation Of Alternatives -- Product Choice: Selecting Among Alternatives -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Shopping, Buying, Evaluating And Disposing -- Introduction -- Antecedent States -- Social And Physical Surroundings -- Shopping: Motivations And Experiences -- E-commerce: clicks vs. Bricks -- Servicescapes: Retailing As Theatre -- Post-Purchase Satisfaction -- Tqm: Going Back To The Gemba -- Product Disposal -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Group Influence And opinion Leadership -- Introduction -- Reference Groups -- Conformity -- Word-Of-Mouth Communication -- Opinion Leadership -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- 'It's just being a student isn't it?' - The story of a young binge drinker -- Holiday decision-making: an adaptable and opportunistic ongoing process -- From space to place: creating Utopian meanings in a festival marketplace -- How second-hand consumption re-enchants and empowers the consumer's life -- A Portrait Of European consumers -- European Family Structures and Household Decision-Making -- Introduction -- The Family -- The Intimate Corporation: Family Decision-Making -- Children As Decision-Makers: Consumers-In-Training -- Chapter Summary -- Consumer Behaviour Challenge. Notes -- Income And Social Class -- Consumer Spending And Economic Behaviour -- Social Class -- How Social Class Affects Purchase Decisions -- Status Symbols -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Age Subcultures -- Age And Consumer Identity -- The Teen Market: It Totally Rules -- Baby busters: 'generation x' -- Baby Boomers -- The Grey Market -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Consumption of gold and gold jewellery in Turkey -- Socially excluded? Low income consumers' grocery shopping behaviour¹ -- Scenes from the lives of Athenian mothers and daughters -- Consuming across borders: four vignettes -- Advertising targeted towards children: are the legal controls effective? The case of Belgium -- Port wine: ruby, tawny, white and the premiums -- Culture And European Lifestyles -- Culture And Consumer behaviour -- Culture And Consumption -- Myths And Rituals -- Sacred And Profane Consumption -- Consumer Society - Material Culture -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Cultural Change Processes -- Introduction -- The Diffusion Of Innovations -- The Fashion System -- Chapter

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Sommario/riassunto

Consumer Behaviour: A European Perspective 3rd edition provides a comprehensive, lively, contemporary and practical introduction to consumer behaviour. It shows how research and concepts in this subject can inform and be applied to broader/strategic marketing issues. The unique five-part micro-to-macro wheel structure takes a multi-disciplinary approach to the discussion of consumer behaviour theory and applications, and includes the latest trends and demographic data for profiling European consumers. This book is ideal for second and third year undergraduate marketing students, or those students taking a consumer behaviour module as part of a business course.
