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Nota di contenuto	Cover -- Half Title Page -- Title Page -- Copyright Page -- Brief Contents -- Contents -- List of case studies -- Preface -- About the authors -- Author's acknowledgements -- Publisher's acknowledgements -- Part A Consumers in the Marketplace -- Chapter 1 An Introduction To Consumer Behaviour -- Chapter objectives -- 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 -- Taking it from here: the plan of the book -- Chapter summary -- Key terms -- Consumer behaviour challenge -- Notes -- Chapter 2 A Consumer Society -- Chapter objectives -- Consumer culture -- The meaning of things -- A branded world -- Global consumer culture -- The politics of consumption -- Chapter summary -- Key terms -- Consumer behaviour challenge -- Notes -- Chapter 3 Shopping, Buying and Disposing -- Chapter objectives -- Introduction -- Consumers' choices -- Antecedent states -- Purchase environment -- E-commerce: clicks vs bricks -- Servicescapes: retailing as theatre -- Net profit -- Product disposal -- Chapter summary -- Key terms -- Consumer behaviour challenge -- Notes -- Part B How Consumers See the World and Themselves -- Chapter 4 Perception -- Chapter objectives -- Introduction -- The perceptual process -- Sensory systems -- Sensory thresholds --

Perceptual selection -- Interpretation: deciding what things mean -- Chapter summary -- Key terms -- Consumer behaviour challenge -- Notes -- Chapter 5 The Self -- Chapter objectives -- Perspectives on the self -- Products that shape the self: you are what you consume -- Gender roles -- Body image -- Chapter summary -- Key terms -- Consumer behaviour challenge -- Notes -- Chapter 6 Motivation, Lifestyles And Values -- Chapter objectives -- Introduction. The motivation process: why ask why? -- Motivational strength -- Motivational direction -- Motivational conflicts -- How can we classify consumer needs? -- Some classifications of consumer needs -- Consumer involvement -- Lifestyles, consumer identity and consumption choices -- Lifestyle marketing -- Psychographics -- Values -- The means-end chain model -- Sustainability: a new core value? -- Chapter summary -- Key terms -- Consumer behaviour challenge -- Notes -- Part C Consumers as Decision-Makers -- Chapter 7 Learning and Memory -- Chapter objectives -- introduction -- Behavioural learning theories -- Marketing applications of learning principles -- The role of learning in memory -- Chapter summary -- Key terms -- Consumer behaviour challenge -- Notes -- Chapter 8 Attitudes -- Chapter objectives -- The power of attitudes -- The function of attitudes -- How do we form attitudes? -- Attitude models -- Do attitudes predict behaviour? -- How do marketers change attitudes? -- Chapter summary -- Key terms -- Consumer behaviour challenge -- Notes -- Chapter 9 Individual Decision-Making -- Chapter objectives -- What's your problem? Perspectives on decision-making -- Cognitive decision-making -- Step 1: Problem recognition -- Step 2: Information search -- Step 3: Evaluation of alternatives -- Step 4: Product choice -- Step 5: Post-purchase evaluation -- Habitual decision-making -- Chapter summary -- Key terms -- Consumer behaviour challenge -- Notes -- Part D European Consumers and Their Social Groups -- Chapter 10 Groups and Social Media -- Chapter objectives -- Introduction -- The social power of groups -- Reference groups -- Conformity -- Word-of-mouth communication -- Opinion leadership -- The social media revolution -- Digital word of mouth -- Chapter summary -- Key terms -- Consumer behaviour challenge -- Notes.

Chapter 11 European Family Structures, Household Decision-Making and Age Cohorts -- Chapter objectives -- Introduction -- The family -- The intimate corporation: family decision-making -- Children as decision-makers: consumers-in-training -- Age and consumer identity -- The teen market: it totally rules -- Baby busters: 'Generation X' -- Baby boomers -- The grey market -- Chapter summary -- Key terms -- Consumer behaviour challenge -- Notes -- Chapter 12 Income and Social Class -- Chapter objectives -- Consumer spending and economic behaviour -- Social class -- How social class affects purchase decisions -- Status symbols -- Capital and practices: class-based lifestyles -- Chapter summary -- Key terms -- Consumer behaviour challenge -- Notes -- Part E Culture and European Consumers -- Chapter 13 Culture and Consumer Behaviour -- Chapter objectives -- Culture and consumption -- Magic, myths and rituals -- Sacred and profane consumption -- Chapter summary -- Key terms -- Consumer behaviour challenge -- Notes -- Chapter 14 Cultural Change Processes -- Chapter objectives -- Introduction -- The diffusion of innovations -- The fashion system -- Chapter summary -- Key terms -- Consumer behaviour challenge -- Notes -- Chapter 15 Consumption And European Consumers -- Chapter objectives -- Subcultures and consumer identity -- The acculturation process -- Ethnicity, religion and marketing strategies -- Euro-consumers --

Chapter summary -- Key terms -- Consumer behaviour challenge --
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Sommario/riassunto

Now in its sixth edition, *Consumer Behaviour: A European Perspective* provides a fully comprehensive, lively and engaging introduction to the behaviour of consumers in Europe and around the world. This text offers a cutting-edge overview of consumer behaviour and is ideal for second and third year undergraduates as well as master's students. The book links consumer behaviour theory with the real-life problems faced by practitioners in many ways: Marketing opportunity, Marketing pitfalls and Multicultural dimensions boxes throughout the text illustrate the impact consumer behaviour has on marketing activities. Consumer behaviour as I see it boxes feature marketing professionals talking about the relevance of consumer behaviour issues to their everyday work. Brand new Case studies about European companies and topics give deep insights into the world of consumer behaviour. New coverage of sustainable consumption, emerging technologies, social media and online behaviour is woven throughout this edition.
