# **CONTENTS**

LIST OF FIGURES	xi	Further reading	27
LIST OF TABLES	xiv	References	28
ABOUT THE AUTHORS	xvi	2	
PREFACE TO THE THIRD EDITION	xviii	2	
LEARNING FEATURES	XX	CONSUMER BEHAVIOUR AND	THE
THANKS FROM THE PUBLISHER	xxii	MARKETING MIX	
COMPANION WEBSITE	xxiii	Introduction Segmentation Products	31 32 38
PART ONE CONSUMER BEHAVIOUR IN CONTEXT	VI EE	Price Place Promotion People Process Physical evidence Summary Key points How to impress your examiner Review questions Case study: makeupbyeman	39 40 48 57 58 59 62 63 63 64
UNDERSTANDING CONSUMER BEHAVIOUR		Further reading References	66
Introduction Defining consumer behaviour	5	3	SA9
Consumer behaviour in context Consumer behaviour and the marketing mix Consumers, relationship marketing	10 11	THE DECISION-MAKING PROCI BUYER BEHAVIOUR AND BRAND INTERACTION	ESS,
and marketing planning Antecedents of consumer behaviour Psychology	12 16 17	Introduction Decision-making using goals	71 72
Sociology Anthropology	19 21	Decision-making models Interrupts	74 78
Economics Neuroscience Summary	21 23 24	Risk and uncertainty Pre-purchase activities The search effort	79 81 83
Key points How to impress your examiner Review questions	24 24 25	Factors affecting the external search for information  Making the choice	84
Case study: Trade in Europe	25	Categorisation of decision rules	87

Involvement	90	Institutional organisations	152
Dimensions of involvement	94	Buyers' techniques	153
Involvement with brands	95	The buygrid framework	155
Increasing involvement levels	96	Value analysis	157
Loyalty in buyer behaviour	97	Evaluating supplier capability	158
Unsought goods	98	Evaluating supplier performance	159
Summary	100	Summary	160
Key points	101	Key points	160
How to impress your examiner	101	How to impress your examiner	161
Review questions	101	Review questions	161
Case study: Under Armour, Inc	102	Case study: Sell2Wales	162
Further reading	103	Further reading	163
References	104	References	164
		CULTURE AND CLASS	
manual part of the second seco			
4		PART TWO	
		PSYCHOLOGICAL	

## INNOVATION AND DIGITAL TECHNOLOGIES

Introduction	111
The product life cycle	112
Adoption of innovation	116
Categories of innovation adopters	119
Innovative products	124
Marketing approaches to new product	
launches	126
Resistance to innovation	127
Summary	130
Key points	131
How to impress your examiner	131
Review questions	132
Case study: Continuum	132
Further reading	134
References	134

## 5

#### CONSUMPTION IN B2C VS. B2B

Introduction	139
The decision-making unit	140
Influences on buyers	143
Classifying business customers	148
Business and commercial organisations	149
Reseller organisations	150
Government organisations	151

# PART TWO PSYCHOLOGICAL ISSUES IN CONSUMER BEHAVIOUR



#### DRIVE, MOTIVATION AND HEDONISM

Introduction	171
Drive	172
Motivation	175
Classifying needs	176
Motivational factors	102
T. died de el Control	185
Motivational conflict	107
Goals	100
Heuristics	192
Hedonism	194
Understanding motivation	198
Research into motivation	198
Summary	100
Key points	199
How to impress your examiner	200
Review questions	200
Constant Contract to	200
Further reading	202
References	203

7

#### 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

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	STORY
and behaviour	249
Combining factors	250
Subliminal perception	253
Colour Co	255
Passing off, brandalism and subvertising	258
Summary Montes who have been sentially as the sential	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

9

#### LEARNING AND KNOWLEDGE

269
270
271
285
294
295
295
295
296
296
297
298

10

#### ATTITUDE FORMATION AND CHANGE

ACI	
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

## PART THREE SOCIOLOGICAL ISSUES IN CONSUMER BEHAVIOUR

11

#### **REFERENCE GROUPS**

Introduction	339
Formation of reference groups	340
Influence of reference groups	345
Modelling	349
Mechanisms of personal influence and	
word of mouth	350
The emergence of word of mouse	357
Summary	360
Key points	360
How to impress your examiner	360
Review questions	360
Case study: Social care for the youth	361
Further reading	363
References	364

12

#### AGE, GENDER AND FAMILIAL ROLES

Introduction	369
How old are you? (Cohorts and	507
subcultures developed using age)	370
Defining families	373
Influence of children on buying decisions	379
Changing nature of the family	385
Gender roles	389
Other functions of the family	391
Defining families Influence of children on buying decisions Changing nature of the family Gender roles	373 379 385 389

Roles in family consumption	393
Summary	395
Key points	396
How to impress your examiner	396
Review questions	397
Case study: La Leche League Great Britain	397
Further reading	399
References	399

13

#### **CULTURE AND CLASS**

Introduction	405
Culture	406
Subcultures	415
Class	423
Summary	427
Key points	428
How to impress your examiner	428
Review questions	428
Case study: CityFalcon	429
Further reading	430
References	431

14

#### **ETHICAL CONSUMPTION**

Introduction		437
Definitions and categories		438
Ethics and the person		443
Ethics and the public		447
Disposal and recycling		448
Summary		452
Key points		453
How to impress your examin	ner	454
Review questions		454
Case study: Ethical Consume	er	454
Further reading		456
References		456

### PART FOUR CONSUMER BEHAVIOUR IN CONCLUSION

15

#### POST-PURCHASE BEHAVIOUR

Introduction	465
Quality	466
75): ·	

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
-------	-----