# Consumer Behaviour

## Table of Contents

- Front Cover
- Half Title Page
- Title Page
- Copyright Page
- Brief contents
- Contents
- List of case studies
- Preface
- About the authors
- Authors acknowledgements
- Publishers acknowledgements
- Part A Consumers in the marketplace
  - Chapter 1 Consumer behaviour and consumer society
    - Chapter objectives
    - Introduction
    - Consumer behaviour: people in the marketplace
    - Consumer behaviour is a process
    - Consumer research and marketing strategy
    - Consumer behaviour as a field of study
    - Consumer culture
    - Global consumer culture
    - The politics of consumption
    - New forms of consumption: sharing stuff
    - Chapter summary
    - Key terms
    - Consumer behaviour challenge
    - Notes
  - Chapter 2 Shopping, buying and disposing
Table of Contents

Chapter objectives
Introduction
Consumers choices
Antecedent states
Purchase environment
E-commerce: clicks vs bricks
Servicescapes: retailing as theatre
New media and technology in the retail scene
Product disposal
Chapter summary
Key terms
Consumer behaviour challenge
Notes
Case study A.1
Case study A.2

Part B How consumers see the world and themselves

Chapter 3 Perception and meaning
Chapter objectives
Introduction
The perceptual process
Sensory systems
Perceptual selection
The meaning of things
A branded world
A postmodern consumer culture?
Chapter summary
Key terms
Consumer behaviour challenge
Notes

Chapter 4 The self
Chapter objectives
Introduction
Does the self exist?
Products that shape the self: you are what you consume
The digital self
# Table of Contents

Gender roles  
Body image  
Chapter summary  
Key terms  
Consumer behaviour challenge  
Notes  

## Chapter 5 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 meansend chain model  
Sustainability: a new core value?  
Chapter summary  
Key terms  
Consumer behaviour challenge  
Notes  
Case study B.1  
Case study B.2  

## Part C Consumers as decision-makers

### Chapter 6 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 7 Attitudes
Chapter objectives
The power of attitudes
The function of attitudes
How do we form attitudes?
Attitudes and consistency
Measuring attitudes
Do attitudes predict behaviour?
How do marketers change attitudes?
Chapter summary
Key terms
Consumer behaviour challenge
Notes

Chapter 8 Decision-making
Chapter objectives
Introduction
Hyperchoice
Self-regulation
Cognitive decision-making
Habitual decision-making
Affective decision-making
Chapter summary
Key terms
Consumer behaviour challenge
Notes
Case study C.1
Case study C.2
Case study C.3

Part D European consumers and their social groups
Chapter 9 Groups and social media
Table of Contents

Chapter objectives
Introduction
Groups
Social power
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 10 European families: types, structures, 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
Chapter summary
Key terms
Consumer behaviour challenge
Notes

Chapter 11 Income and social class
Chapter objectives
Introduction
Consumer spending and economic behaviour
Social class
How social class affects purchase decisions
Status symbols
Capital and practices: class-based lifestyles
Chapter summary
Table of Contents

Key terms
Consumer behaviour challenge
Notes
Case study D.1
Case study D.2
Case study D.3

Part E Culture and European consumers

Chapter 12 Culture and consumer behaviour
Chapter objectives
Introduction
Culture and consumption
Cultural systems
Magic, myths and rituals
Sacred and profane consumption
The impact of religion on consumption
Chapter summary
Key terms
Consumer behaviour challenge
Notes

Chapter 13 Cultural Change Processes
Chapter objectives
Introduction
Modes of cultural production
The diffusion of innovations
The fashion system
Acculturation processes
Chapter summary
Key terms
Consumer behaviour challenge
Notes
Case study E.1
Case study E.2
Case study E.3

Glossary
Table of Contents

Indexes
Back Cover