

Global and Southern African Perspectives

Consumer Behaviour

2nd Edition

L Schiffman J Wisenblit

Academic editor: T Shrosbree

Authors: S Brewer, M Joubert, S Brijball Parumasur, S Pillay, S Raninger, T Shrosbree, T Tshivhase



Pearson South Africa (Pty) Ltd 4th floor, Auto Atlantic Building, Corner of Hertzog Boulevard and Heerengracht, Cape Town, 8001

za.pearson.com

Authorised adaptation from the United States edition, entitled CONSUMER BEHAVIOR, 12th Edition by SCHIFFMAN, LEON G.; WISENBLIT, JOSEPH L., published by Pearson Education, Inc, Copyright © 2019

© Pearson South Africa (Pty) Ltd 2023

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage retrieval system, without permission from Pearson Education, Inc., adaptation edition published by Pearson South Africa (Pty) Ltd.

First edition published in 2014 Second edition published in 2023

This edition is manufactured in South Africa, and is authorised for sale in Africa.

ISBN 978-1-485-71382-1 (print) ISBN 978-1-485-71683-9 (epdf)

Publisher: Silvia Raninger

Editor: Kim Guthrie (van Besouw) Proofreader: Alison Paulin Book design: Pearson Media Hub Cover design: Pearson Media Hub

Cover artwork: Rawpixel.com. Shutterstock

Typesetting: Stacey Gibson Printed by xxxx printers, [city]

In line with Pearson's editorial policy this book has been peer reviewed.

Acknowledgements

Consumer Behaviour

Table of Contents

Contents

Preface

About the authors

About the South African authors

PART ONE CONSUMERS, MARKETERS AND TECHNOLOGY

- 1 Consumer behaviour and technology
- 2 Market segmentationand real-time bidding

PART TWO THE CONSUMER AS AN INDIVIDUAL

- 3 Consumer motivation and personality
- 4 Consumer perception and positioning
- 5 Consumer learning
- 6 Consumer attitude formation and change

PART THREE COMMUNICATION AND CONSUMER BEHAVIOUR

- 7 Persuading consumers
- 8 Social media and mobile advertising
- 9 Reference groups and communities, opinion leaders and word-of-mouth

PART FOUR CONSUMERS IN THEIR SOCIAL AND CULTURAL SETTINGS

- 10 The family and its social standing
- 11 Cultural values and consumer behaviour
- 12 Subcultures and consumer behaviour
- 13 Cross-cultural consumer behaviour

PART FIVE CONSUMER DECISION MAKING, MARKETING ETHICS AND CONSUMER RESEARCH

- 14 Consumer decision making and diffusion of innovations
- 15 Marketers ethics and social responsibility
- 16 Consumer research

Glossary

