



Consumer Behaviour

Martin M. Evans, Gordon Foxall, Ahmad Jamal

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Consumer behaviour is the study of how, where, when and why we conduct the exchange elements of our lives to satisfy our needs and desires. It is fundamental to marketing as marketing is concerned with supplying and anticipating customer requirements; therefore understanding how customers behave is at the very heart of the marketing concept. Consumer Behaviour, 2nd Edition is more 'student centred' than the competition, manifested in the use of cases and exercises to be used in participative and applied ways, reflecting the clear trend towards student centred and application-based marketing courses. Features:*

- Coverage of consumer buying behaviour from a marketing, rather than a behavioural science perspective*
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