

What is Consumer Behaviour?

Those activities directly involved in obtaining , consuming and disposing of products and services, including the decision processes that precede and follow these actions

Consuming Behaviour

Sue L.T. McGregor



Consuming Behaviour:

Emotions and Consumption Behaviour Isabella Soscia, 2013-01-01 A structured scientific approach to the study of emotional responses that is of interest to both managers and consumers For marketing managers this book proposes a simple method to understand how individual emotions such as guilt or happiness influence specific post purchase behaviors For consumers it illustrates the broader implications of emotions that are routinely experienced while choosing buying and consuming products and services Overall the author deals with the elusive complex but highly fascinating subject of emotions and consumer behaviour in a lucid and coherent manner Simona Botti London Business School UK Literally and metaphorically this long overdue book is full of emotions While illustrating the role and implications of human emotions on consumption behaviour the author does it passionately She comments on the evidence that consumers desire much more than functional utility and material possession of goods Positive negative and mixed emotions are better predictors of the way consumers elaborate meanings of their possessions as well as sounder explanations of the way consumption is used in order to navigate social relations Luca M Visconti ESCP Europe France This stimulating book scrutinizes how emotions function in consumers from both a psychological and a managerial perspective It demonstrates how gratitude happiness guilt anger pride and sadness determine different post consumption behaviours such as positive and negative word of mouth repurchase intention and complaint behaviour The emotional side of consumption seems to play an essential role in explaining choices made and actions taken by consumers The book explores the cognitive antecedents and the action tendencies of happiness and unhappiness and social emotions such as guilt and pride anger and gratitude are analysed The will equip managers with conceptual tools and managerial guidance either to prevent certain emotions from arising in consumers or to generate desired emotions in consumers and so inhibit or promote appropriate actions Using empirical examples Isabella Soscia demonstrates that different emotions predict specific different types of post consumption behaviours and that cognitive antecedents specified in the psychology literature elicit them Emotions and Consumption Behaviour will prove invaluable for consumer behaviour scholars and marketing scholars Students will find the examples and short case study descriptions that clarify the theoretical content illuminating As each of the emotions analysed has different managerial implications marketing managers brand and product managers as well as advertising managers will find that this book helps them to design marketing strategy

Consumer Behaviour C. N. Krishna Naik, L. Venugopal Reddy, 1999

Consumer Behaviour Leon Schiffman, Aron O'Cass, Angela Paladino, Jamie Carlson, 2013-10-15 A trusted resource for Consumer Behaviour theory and practice Consumer Behaviour explores how the examination and application of consumer behaviour is central to the planning development and implementation of effective marketing strategies In a clear and logical fashion the authors explain consumer behaviour theory and practice the use and importance of consumer research and how social and cultural factors influence consumer decision making The sixth edition of this Australian text provides expanded coverage of contemporary

topics **Environmentally Unfriendly Consumption Behaviour** Miguel-Ángel Alva-González,2008 **CONSUMER BEHAVIOUR (IN INDIAN CONTEXT)** MONIKA BHATT,2004-09 A book on Consumer Behavior *Consuming mobility* Jorrit O. Nijhuis,2023-09-04 The current fossil fuel based system of mobility is associated with a wide range of environmental and social problems There is a growing body of literature on system innovations and transitions which has as a common understanding that long term transformative change is necessary to deal with these complex problems However knowledge on the crucial role of citizen consumers in sustainable mobility transitions is still underdeveloped By incorporating the viewpoint of consumption patterns and everyday life routines this book provides new knowledge on the role of citizen consumers in sustainable mobility transitions Theoretically a practice based approach is developed as a novel framework to analyse understand and influence transition processes to sustainable mobility at the level of everyday life The focus in each of the three cases studies is on situated interactions between consumers and producers Amongst these is an analysis of the role environmental information and subsidies in new car purchasing Also various examples in which an attempt was made to orchestrate a modal shift in commuting practices are examined Each of the empirical case studies shows the important role of contextual factors in understanding and influencing mobility behaviour of citizen consumers In addition this book helps to understand how and why innovation in mobility practices takes place or not **Consumer Behavior** Athulya K,M. Nat,2025-03-30 This book delves into the fundamental concepts and contemporary perspectives on consumer behaviour It examines the psychological sociological and economic aspects that shape purchasing decisions and brand interactions The chapters cover topics such as consumer perception motivation decision making processes cultural influences digital marketing impact and emerging trends in the marketplace Designed for students academicians and industry professionals the book provides practical insights and case studies to illustrate real world applications Whether you are a marketing strategist business owner or researcher this book offers valuable knowledge to enhance your understanding of consumer behaviour and market dynamics The book is structured in aa way that allows readers to build a strong foundational understanding before exploring more advanced concepts Early chapters focus on consumer psychology perception learning theories and attitude formation The middle sections address the impact of external influences such as social groups culture and subcultures The practical applications discussed throughout this book provide valuable takeaways for professionals looking to refine their marketing strategies and consumer engagement techniques By integrating theoretical knowledge with real world scenarios this book aims to offer a holistic approach to understanding consumer behaviour Consumer - The Boss (Essentials on Consumer Behaviour and marketing Strategies) Dr A Madeswaran, **Marketing Higher and Further Education** Paul Gibbs,Michael Knapp,2002 First Published in 2001 Routledge is an imprint of Taylor Francis an informa company **Consumer Behaviour** C.L. Tyagi,Arun Kumar,2004 The Book Consumer Behaviour Is Written In Easy Language And Lucid Style It Examines The Importance Of Understanding Consumer Behaviour And Tools And Techniques

Available For Doing So The Book Highlights Consumers Motivation Goals Incentives And Uncertainties It Studies Differences Between New And Repeat Buyers And Covers Market Segmentation Evaluation Of Consumer Attitudes And Buyers Behaviour In The Marketplace All Marketing Students Executives And Managers Especially Those With Marketing Responsibilities Or Interest Will Find This Book Most Ideal And Useful The Book Has Been Written As A Textbook Primarily For Students Pursuing B B A M B A D B M And Marketing Courses Marketing Executives Managers And General Readers Can Also Appraise Themselves Of The Subject *Major Issues in Further Education* Shalini Wadhawa,2004 **Consuming Behaviour** John Desmond,2002-08-14 This text seeks to overcome an imbalance in traditional consumer behaviour texts by incorporating biological sociological and anthropological theories into the core of the work The aim is to provide a challenging and interesting book which addresses important issues such as time space and consumption consuming needs and values semiotics identity the body eating disorders and drug taking The text seeks to adopt a neutral view of consuming behaviour rather than the more traditional adoption of the producers perspective and to look at the contemporary issues affecting consuming behaviour in today s world **Handbook of Developments in Consumer Behaviour** Victoria Wells,G. R. Foxall,2012-01-01 This Handbook examines the area of consumer behaviour from the perspective of current developments and developing areas for the discipline to new opportunities that comprehend the nature of consumer choice and its relationship to marketing Consumer research incorporates perspectives from a spectrum of long established sciences psychology economics and sociology This Handbook strives to include this multitude of sources of thought adding geography neuroscience ethics and behavioural ecology to this list Encompassing scholars with a passion for researching consumers this Handbook highlights important developments in consumer behaviour research including consumer culture impulsivity and compulsiveness ethics and behavioural ecology It examines evolutionary and neuroscience perspectives as well as consumer choice Undergraduate and postgraduate students and researchers in marketing with interests in consumer behaviour will find this enriching resource invaluable Consumer Behavior Dr. Syed Gous,Mr. Milind Kilpadi,Mr. Umesh Patil,Ms. Pallavi Chaudhari, Consumer Behaviour is a comprehensive textbook designed for students of management programmes It aims to help readers understand and analyses the behaviour of Indian consumers and develop winning marketing strategies The book begins by explaining the foundation and scope of consumer behaviour and explores its linkages with multi disciplinary social sciences Following this the importance of groups cultures and demography of India in shaping the mind of an Indian buyer is discussed *The Routledge Handbook of Consumer Behaviour in Hospitality and Tourism* Saurabh Kumar Dixit,2017-04-07 Consumer behaviour is one of the most explored topics in tourism and hospitality marketing interchangeably denoted by the terms traveller behaviour tourist behaviour or guest behaviour Consumer behaviour acts as an origin for every tourism and hospitality marketing activity It offers an understanding of why people tend to choose certain products or services and what sort of factors influence them in making their decision The decision process of buying tourism products or services takes time

because they are mostly intangible in nature due to which there are many risks involved in their buying process The Routledge Handbook of Consumer Behaviour in Hospitality and Tourism aims to explore and critically examine current debates critical reflections of contemporary ideas controversies and pertinent queries relating to the rapidly expanding discipline of consumer behaviour in hospitality and tourism The Handbook offers a platform for dialogue across disciplinary and national boundaries and areas of study through its diverse coverage It is divided into six parts Part I offers an overview of consumer behaviour Part II focuses on the service quality perspectives of consumer behaviour Part III deliberates on customer satisfaction and consumer behaviour linkages Part IV explores the re patronage behaviour of consumers Part V addresses the vital issues concerning online consumer behaviour and Part VI elaborates upon other emerging paradigms of consumer behaviour Although there is no dearth of empirical studies on different viewpoints of consumer behaviour there is a scarcity of literature providing conceptual information The present Handbook is organised to offer a comprehensive theoretical body of knowledge narrating consumer behaviour especially for hospitality and tourism businesses and operations It attempts to fill this research gap by offering a globalised volume comprising chapters organised using both practical and academic approaches This Handbook is essential reading for students researchers and academics of Hospitality as well as those of Tourism Marketing International Business and Consumer Behaviour

Perspectives on Consumer Behaviour Włodzimierz Sroka, 2020-06-26 This book explores key factors associated with consumer behaviour from both a theoretical and practical perspective It particularly focuses on the consumer in the 21st century educated and conscious but also impatient disloyal and capricious The book is divided into three main parts the first part discusses the theoretical and legal aspects of consumers behaviour analysing the government's role in regulating consumer behaviour and the role of the European Union The second part then examines organisational strategies such as omni channel retailing and branding products And lastly the third part describes consumer behaviours in the context of individual products and services from coffee to energy

Consumer Behaviour and Advertising Management Conner Acevedo, 2018-01-11 This book is designed to familiarise readers with a wide range of managerial issues faced by modern advertising strategies in planning implementing and controlling the advertising efforts of various enterprises It contains numerous examples of successful advertising images alongside accompanying commentary to illustrate just what goes into making an effective advertisement The positive role played by advertising in the market process has been largely ignored by academic economists It is only recently since the modern economic revolution that economists have realized the benefits of advertising and have joined the research agenda developed by researchers in marketing and other business fields Consumer Behaviour CB intended for students of MBA specializing in marketing undertakes detailed discussions to explain and analyse behaviour of Indian consumers and strategies used by marketers to deal with them Marketers need to understand the buying behaviour of consumers while designing their advertisements for the desired impact Advertisements play an essential role in creating an image of a product

in the minds of consumers Advertisements must be catchy and communicate relevant information to consumers Understanding the needs of the consumer is really important when it comes to creating the right advertisement for the right audience Remember it is only through advertisements individuals are able to connect with your brand This book provides an excellent introduction to the topic of how reasons and emotions combine to shape the consumption experience by influencing the analytic hedonic social moral and even reptilian aspects of the human condition in the marketplace Thus the material presented here would be of interest as well as of great use to the students teachers and professionals in the field Religion and Consumer Behaviour Gaurav Gupta,Mandakini Paruthi,Shivinder Nijjer,2023-02-28 Religion is an important part of individual lives playing a major role in our decision making and purchasing Understanding the influence of religion on consumer behaviour is therefore an essential practice for business The COVID 19 pandemic has especially enhanced the influence of consumers religiosity on their consumption decisions This book concentrates on understanding the relationship of religiosity with various aspects of consumption and consumer behaviour to improve policy and build on an under represented topic In this edited collection expert contributors academicians and researchers discuss the influence of religion on consumer behaviour in depth including the dark side of religion on consumers consumption behaviour and religious cults The chapters also explore the ethical issues surrounding consumption and the role of religion on branding and sustainable practices With a broad perspective the book draws on examples of practices from Christianity Islam Hinduism and Buddhism This book will be a particularly valuable resource for scholars and upper level students of marketing consumer behaviour and consumer psychology The interdisciplinary perspectives will also appeal to those studying sociology and globalization

Consumer Moral Leadership Sue L.T. McGregor,2010-01-01 This book shares a collection of novel ways to re conceptualize and envision the moral imperatives of consumption thereby providing invigorating insights for future dialogue and intellectual and social action It privileges a consumer moral leadership imperative which augments the conventional management imperatives of sustainability ethics simplicity and environmental integrity There are 13 chapters including first ever discussions of non violent consumption transdisciplinary consumption consumer moral adulthood integral informed consumption conscious and mindful consumption biomimicry informed consumption and consumer moral leadership as a new intellectual construct The book strives to intellectually and philosophically challenge and reframe the act culture and ideology of consuming The intent is to foster new hope that leads to differently informed activism and to provocative research policy entrepreneurial and educational initiatives that favour the human condition the collective human family and interconnected integrity This book strives to move consumers from managing for efficiency to leading for moral efficacy the ability to use their existing moral capacities to deal with moral challenges in the marketplace The very core of what it means to be a morally responsible member of the human family is challenged and re framed through the lens of consumer moral leadership Intelligent Sustainable Systems Jennifer S. Raj,Yong Shi,Danilo Pelusi,Valentina Emilia Balas,2022-08-22 This

book features research papers presented at the 5th International Conference on Intelligent Sustainable Systems ICISS 2022 held at SCAD College of Engineering and Technology Tirunelveli Tamil Nadu India during February 17 18 2022 The book discusses latest research works that discusses the tools methodologies practices and applications of sustainable systems and computational intelligence methodologies The book is beneficial for readers from both academia and industry

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