

Suitable for undergraduate or graduate courses in consumer behaviour. This most popular Australian undergraduate Consumer Behaviour text has been updated. The second edition takes account of high-quality and insightful research from our region available through bodies such as ANZMAC and its Australasian Marketing Journal. New consumer data generated by the growth in market research and data mining has been included while older and outdated material that has lost relevance has been removed in order to maintain focus. While this book is based on the 7th American edition of Schiffman, it also includes material from European and Asia-Pacific sources to give the Australian text a more international focus. This new edition endeavours to convey the essence of consumer behaviour and to connect psychological, socio-cultural and decision making aspects of consumer behaviour. The authors explain in an integrated fashion what consumer behaviour variables are, types and importance of consumer research and problems in performing research. A vivid and lively writing style motivates student interest.

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