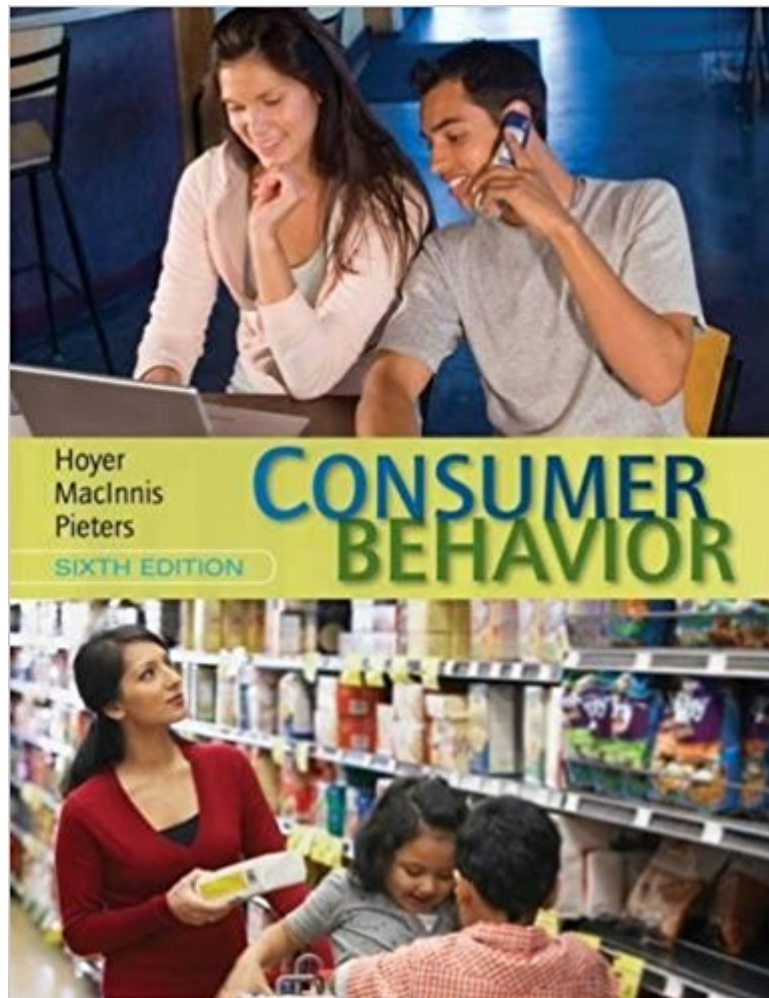




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Consumer Behavior



Synopsis

CONSUMER BEHAVIOR combines a foundation in key concepts from marketing, psychology, sociology, and anthropology with a highly practical focus on real-world applications for today's business environment. The new edition of this popular, pioneering text incorporates the latest cutting-edge research and current business practices, including extensive coverage of social media influences, increased consumer power, emerging neuroscience findings, and emotion in consumer decision making. In addition, the Sixth Edition includes an increased emphasis on social responsibility and ethics in marketing. With even more real-world examples and application exercises, including new opening examples and closing cases in every chapter, CONSUMER BEHAVIOR provides a thorough, yet engaging and enjoyable guide to this essential subject, enabling students and professionals alike to master the skills they need to succeed.

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Social Class Influences. 14. Psychographics: Values, Personality, and Lifestyles. Part V: CONSUMER BEHAVIOR OUTCOMES AND ISSUES. 16. Adoption of, Resistance to, and Diffusion of Innovations. 17. Symbolic Consumer Behavior. 18. Ethics, Social Responsibility, and the Consumer Society. ONLINE CHAPTER: Consumerism and Public Policy.

Wayne D. Hoyer holds the James L. Bayless/William S. Farish Fund Chair for Free Enterprise and is Chairman of the Department of Marketing. He received his Ph.D., M.S., and B.S. from Purdue University. His major area of study is consumer psychology and his research interests include consumer information processing and decision making, customer relationship management and new product development, and advertising information processing (including miscomprehension, humor, and brand personality). Dr. Hoyer has published more than 100 articles in academic journals, such as the Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Retailing, and other marketing and psychology forums. His 1998 article on assortment perceptions (with Susan Broniarczyk and Leigh McAlister) won the 2003 O'Dell Award from the American Marketing Association. He has also been the Montezemolo Visiting Research Fellow in the Judge School of Business and is a Visiting Fellow of Sidney Sussex College at the University of Cambridge (UK). Dr. Hoyer has taught internationally at the University of Cambridge (UK), University of Mannheim, the University of Muenster, and the Otto Beisheim School of Management (Germany), the University of Bern (Switzerland), and Thammasat University (Bangkok, Thailand).

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