

Consumer Behavior 6th Sixth Edition By Hoyer Wayne D Macinnis Deborah J Pieters Rik 201

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hoyer macinnis pieters consumer behavior 8th edition draws key concepts from marketing psychology sociology and anthropology to

present a strong foundation and highly practical focus on real world applications to prepare students for today's global business environment students examine the latest research and current business practices with a focus on consumer needs and goals emotions and emotion regulation perceptions and consumer inferences branding consumer experiences influencer marketing social media political ideology generational influences and more students explore controversies in consumer decision making involving money happiness and financial decision making charity health materialism and sustainability chapter updates in this edition emphasize social responsibility and ethics in marketing scrutinizing both the dark side and constructive possibilities real world examples chapter exhibits and application exercises provide practical relevance and help students master essential skills

cutting edge and relevant to the local context this second australia and new zealand edition of hoyer consumer behaviour covers the latest research from the academic field of consumer behaviour the text explores new examples of consumer behaviour using case studies advertisements and brands from australia and the asia pacific region the authors recognise the critical links to areas such as marketing public policy and ethics as well as covering the importance of online consumer behaviour with significant content on how evolving digital technologies and widespread use of social media are changing the way marketers understand consumers marketing implications boxes examine how theoretical concepts have been used in practice and challenge students to think about how marketing decisions impact consumers considerations boxes require students to think deeply about social media research cultural and international factors and consumer psychology in relation to the contemporary consumer opening vignettes and end of chapter cases give students real world insights into and opportunities to analyse consumer behaviour with extensive australian and international examples providing issues in context premium online teaching and learning tools are available on the mindtap platform learn more about the online tools cengage.com/au/mindtap

designed for advanced mba and doctoral courses in consumer behavior and customer satisfaction this is the definitive text on the meaning causes and consequences of customer satisfaction it covers every psychological aspect of satisfaction formation and the contents are applicable to all consumables product or service author richard l oliver traces the history of consumer satisfaction from its earliest roots and brings together the very latest thinking on the consequences of satisfying or not satisfying a firm's customers he describes today's best practices in business and broadens the determinants of satisfaction to include needs quality fairness and regret what might have been the book culminates in oliver's detailed model of consumption processing and his satisfaction measurement scale the text concludes with a section on the long term effects of satisfaction and why an understanding of satisfaction psychology is vitally important to top management

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