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Chapter Summary This chapter is the students' introduction to factors that can influence consumers to behave in ways that result in market exchanges. The role of the instructor in this chapter is to help the students understand these concepts, as well as to help place them in a marketing context that the students can understand.

CHAPTER 2 MOTIVATION, ABILITY, AND OPPORTUNITY

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Active field researchers and award-winning teachers Hoyer and MacInnis provide students with an accessible and topical introduction to consumer behavior. A broad conceptual model helps students see how all chapter topics tie together, and real-world examples reinforce each concept and theoretical principle under review. The text also focuses on the implications of consumer behavior research for marketers. Updated to reflect the most recent research and examples, the Fourth Edition features streamlined content and organization—from 21 to 20 chapters—as well as a new interior design and new photos and advertisements. In addition, several pedagogical features make the material accessible and meaningful to marketing students: chapter-opening cases show the anecdotal application of concepts, while end-of-chapter questions and exercises require students to investigate consumer behavior issues and analyze advertisements and marketing strategies. A range of technology resources supports instructors and

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students throughout the term. New! The chapters on culture have been reorganized to include recent developments in academic research, such as new information about the values that characterize Western culture. Consolidated and streamlined coverage also includes privacy, social class influences, household consumption, demographics, and diversity. New! Updated and expanded coverage includes an examination of AMA's new definition of marketing, consumer behavior as related to environmental issues (such as recycling), the effects of memory and retrieval, and word-of-mouth communication, among others. New! Chapter-opening cases focus on companies and topics such as Swatch, ING Direct, iPod, Shopping.com, beer advertising, product placement, consumer behavior in China and Thailand, buzz marketing, and identity theft. New! Cases on consumer behavior are available through the HMXChange Business Case Database. This online resource allows business instructors to assemble, maintain, and update casebooks from any web-accessible location. The result is a printed casebook tailored to meet course objectives. New! Designed specifically for users of the Fourth Edition, the technology package includes the Online Teaching Center, HM Testing, basic and premium PowerPoint slides, Blackboard/WebCT course cartridges, Overhead Transparencies with additional advertising examples, videos, and the Online Study Center with ACE practice tests. Consumer Behavior is known for the inclusion of chapters and topics

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that often do not appear in other textbooks for this course, such as "Symbolic Consumer Behavior" and "The Dark Side of Consumer Behavior," which explores obesity, theft, and compulsive spending.

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. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Thoroughly revised and updated, *MARKETING STRATEGY*, 6e continues with one primary goal: to teach students to think and act like marketers. Packed with cutting-edge coverage, current examples, new cases, and photographs, the sixth edition delivers a practical, straightforward approach to analyzing, planning, and implementing marketing strategies--helping students learn to develop a customer-oriented market strategy and market plan. Students sharpen their analytical and creative critical thinking skills as they learn the key concepts and tools of marketing strategy. Continuing in the text's signature student-friendly style, the sixth edition covers essential points without getting bogged down in industry jargon--all in a succinct 10 chapters. Available with InfoTrac Student Collections <http://goengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Marketing attempts to influence the way consumers behave. These attempts have implications for the organizations making the attempt, the consumers they are trying to influence, and the society in which these attempts occur. We are all consumers and we are all members of

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society, so consumer behavior, and attempts to influence it, are critical to all of us. This text is designed to provide an understanding of consumer behavior. This understanding can make us better consumer, better marketers, and better citizens. A primary purpose of this text is to provide the student with a usable, managerial understanding of consumer behavior.-Pref.

This book investigates the effects of utilitarian and hedonic shopping behavior, drawing on original empirical research. Consumers have been shown to shop in one of two ways: they are either mainly driven by fun, escapism, and variety, or by need and efficiency. While previous literature has focused on the drivers of hedonic or utilitarian shopping, this book explores the consequences of these styles of shopping and addresses their impact on perceived value, money spent, and willingness to return to the store in future. The author synthesizes theories from previous studies, applying them to two key retailing contexts - intensive distribution and selective distribution. Ultimately, this book highlights the need for retailers to adopt a more consumer-based perspective to improve shopping experiences. It will prove useful for academics who want to gain a better understanding of hedonic and utilitarian behavior, and also offers practitioners with useful insights on how to target different

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customer segments.

Market-leading ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition discusses all aspects of marketing communications, from time-honored methods to the newest developments in the field. Comprehensive treatment of the fundamentals focuses on advertising and promotion, including planning, branding, media buying, sales, public relations, and much more. Emerging topics get special attention in this edition, such as the enormous popularity of social media outlets, online and digital practices, viral communications, and personal selling, along with all of their effects on traditional marketing. Revised to make ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition the most current I.M.C. text on the market, chapters address must-know changes to environmental, regulatory, and ethical issues, as well as Marcom insights, place-based applications, privacy, global marketing, and of course, memorable advertising campaigns. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This work shows how the various elements of consumer analysis fit together in an integrated framework, called the Wheel of Consumer

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Analysis. Psychological, social and behavioural theories are shown as useful for understanding consumers and developing more effective marketing strategies. The aim is to enable students to develop skills in analyzing consumers from a marketing management perspective and in using this knowledge to develop and evaluate marketing strategies. The text identifies three groups of concepts - affect and cognition, behaviour and the environment - and shows how these they influence each other as well as marketing strategy. The focus of the text is managerial, with a distinctive emphasis on strategic issues and problems. Cases and questions are included in each chapter.

This wide-ranging yet focused text provides an informative introduction to consumer behavior supported by in-depth, scientifically grounded coverage of key principles and applications. CONSUMER BEHAVIOR, Second Edition, devotes ample attention to classic consumer behavior topics, including consumer information processing, consumer decision making, persuasion, social media and the role of culture and society on consumer behavior. In addition, this innovative text explores important current topics and trends relevant to modern consumer behavior, such as international and ethical perspectives, an examination of contemporary media, and a discussion of online tactics and branding strategies. This versatile text strikes an ideal balance

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among theoretical concepts, cutting-edge research findings, and applied real-world examples that illustrate how successful businesses apply consumer behavior to develop better products and services, market them more effectively, and achieve a sustainable competitive advantage. With its strong consumer-focused, strategy-oriented approach, CONSUMER BEHAVIOR, Second Edition, will serve you well in the classroom and help you develop the knowledge and skills to succeed in the dynamic world of modern business. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Consumer Behaviour in Action introduces marketing students to the fundamental concepts of consumer behaviour in a contemporary context. The text provides a distinctly balanced approach as it balances theory with practical applications and research methods for understanding consumers. Practical examples and case studies provide global, regional and local industry examples. Research and insights from fields such as psychology, sociology and complex systems are included. Extended cases studies covering topics such as Nike, Cricket Australia, Target, and McDonalds in overseas markets, draw together each part of the book to bring together the themes discussed and encourage students to encourage a deeper understanding of the material. The accompanying

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enriched eBook and supplementary digital resources provides superior ready-to-use support for both students and lecturers.

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