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Consumer Behaviour Jane Priest is a Teaching Fellow at Edinburgh Business School and teaches parts of the on-campus Marketing course, as well as the Consumer Behaviour elective by distance learning. She is a key member of a team exploring how technology can be used to enhance the student learning experience.

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Others have targeted the consumer behavior field such as the studies done by Kassirjian (1977) and Helgeson, Kluge, Mager, and Taylor (1984), but there is no current review of the field. Therefore, given the importance of consumer behavior research, a comprehensive literature study of more recent contributions to this area of research is warranted.

Consumer Behavior (10th Edition): Solomon, Michael R ...

Web Links curated to help explore consumer behaviour even further, with lots of extra information to reference in your assignments. Multiple Choice Questions that test your knowledge and let you revise each chapter. Flash Cards to help you review the key terms used within the textbook and understand the jargon. Just click on the links to the left.

Consumer Behaviour - Edinburgh Business School

Consumer behaviour is a physiological process it is all related to the emotions of the consumer. In this process the consumer starts with recognizing the need of the product, and then finds a way or a medium of solving these needs, makes purchase decisions like planning whether he should buy or not buy a certain product, and then he confirms the information, jots down a plan and then ...

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The main topics include the definition of marketing, strategic planning, consumer behavior, the 4 Ps, offerings, marketing channels, selling, and overview of a marketing plan. The Table of Contents is easy to access; it serves as a helpful search function. The text is missing a glossary of terms; adding one could be beneficial to readers.

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