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Consumer Behavior

Buying, Having, and Being

Thirteenth Edition

Michael R. Solomon



Consumer Behavior Solomon

Michael R. Solomon



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Divided into six parts Part I of the text shows the importance of understanding consumer behaviour Part II highlights different aspects of consumer psychology and covers such topics as consumer motivation consumer perception and consumer personality Part III demonstrates how consumers behave in their social and cultural settings the effect of personal factors and the influence of reference groups on consumer behaviour Part IV dealing with consumer decision making describes the various stages involved in brand choice the post purchase behaviour and importantly the six well established models proposed by scholars on consumer behaviour Part V analyzes the diversity of the Indian market and about the emerging patterns of consumer behaviour The concluding part Part VI gives seven live case studies that dwell on brand building and showcases some successful brands marketed in India Key Features The book is a harmonious blend of theory and practice Each chapter contains numerous examples of marketing practices in India Demonstrates the diversity of the Indian market Power point presentations PPTs are available in the Learning Centre Click <https://www.phindia.com>

consumer_behaviour_majumdar For the wide spectrum of readers the students of management the marketers and the practising managers reading this book should be a very valuable and rewarding experience They would treasure the book for its incisive insights on the Indian market and the wealth of illustrative examples and concepts it offers *MyLab Marketing With Pearson Etext --access Card -- for Consumer Behavior* Michael R. Solomon, 2019-04-10 NOTE Before purchasing check with your instructor to ensure you select the correct ISBN Several versions of the MyLab TM and Mastering TM platforms exist for each title and registrations are not transferable To register for and use MyLab or Mastering you may also need a Course ID which your instructor will provide Used books rentals and purchases made outside of Pearson If purchasing or renting from companies other than Pearson the access codes for the MyLab platform may not be included may be incorrect or may be previously redeemed Check with the seller before completing your purchase For consumer behavior courses This ISBN is for the MyLab access card Pearson eText is included Beyond consumer behavior How buying habits shape identity A 1 best selling text for consumer behavior courses Solomon s Consumer Behavior Buying Having and Being covers what happens before during and after the point of purchase It investigates how having or not having certain products affects our lives specifically how these items influence how we feel about ourselves and each other especially in the canon of social media and the digital age In the 13th Edition up to date content reflects major marketing trends and changes that impact the study of consumer behavior Since we are all consumers many of the topics have both professional and personal relevance to students This makes it easy to apply the theory outside of the classroom and maintain an edge in the fluid and evolving field of consumer behavior Personalize learning with MyLab Marketing By combining trusted author content with digital tools and a flexible platform MyLab personalizes the learning experience and improves results for each student New Mini Sims put students in professional roles and give them the opportunity to apply course concepts and develop decision making skills through real world business challenges

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