

Understanding Consumer Behavior

with Market Research Experts



Understanding The Consumer

Isabelle Szmigin



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Understanding Consumer Decision Making Thomas J. Reynolds, Jerry C. Olson, 2001-05 This edited volume will help business and academic researchers understand the means end approach to understanding consumers This is a qualitative marketing research method to gain customer insight into decision making

Understanding the Consumer Isabelle Szmigin, 2003-03-11 Understanding the Consumer brings together marketing theory and practice in a truly consumer centric approach It challenges the lip service usually paid to this concept and demonstrates that a fundamental understanding of the consumer is critical to the future of effective marketing Drawing on cutting edge developments in the literature it reconceptualizes how consumers respond and act in the marketplace with particular attention to relationships with suppliers products and brands their innovative creative and resistant behaviour the complexity and unpredictability of their consumption behaviour their increasing need to get closer to production The book challenges existing functionally driven marketing thinking and shows how a more holistic approach to the marketplace will drive better theory and practice It combines a jargon free approach to the subject with an illustration of the relevant theory using practical topical examples from the marketplace as well as drawing on other business related disciplines including sociology and economics to support its arguments

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Understanding Consumer Behavior and Consumption Experience Rajagopal, Raquel Castano, 2015-01-31 Abstract This book discusses the indispensable value of understanding consumer activities and the crucial role they play in developing successful marketing strategies by focusing on concepts such

as consumer perceptions consumption culture and the influence of information technology Provided by publisher

Understanding the Consumer Bernard Dubois, 2000 This translation of a prize winning text examines the essentials of consumer behaviour from a European perspective It features clearly formulated learning objectives and keywords at the beginning of each chapter

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