



Consumer Behaviour: Applications in Marketing

Robert East, Malcolm Wright, Marc Vanhuele

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What's the best day to advertise groceries? Does a lookalike damage the brand it mimics? Do your long-term customers recommend you more than others? How damaging is negative word of mouth? Should retailers use 9-ending prices? These are some of the fascinating questions you will explore in this text.

The text is written by respected marketing academics across the globe with a strong focus on the use of research to help higher-level students develop analytical and evidence-based thinking in marketing. It extends beyond a psychological approach to provide an empirical understanding of the subject for success in industry roles or further research in the field, and takes into consideration not just the individual but the market environment.

New to this second edition:

- Fully updated with contemporary, global examples and case studies to encourage an international readership
- Further coverage of cross-cultural comparison, including a new chapter on Consumer Differences which also incorporates age and gender differences
- Study features such as exercises, questions/answers, and a fully updated companion website with lecturer and student resources - www.sagepub.co.uk/east2e

This textbook is essential reading for postgraduate students (MA, MSc, MBA) taking courses in consumer behaviour and undergraduate students specialising in consumer behaviour.

Visit the Companion Website at www.sagepub.co.uk/east2e

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