



Consumer Behaviour: A European Perspective

Gerrit Antonides, W. Fred van Raaij

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Consumer Behaviour is the first truly European consumer behaviour textbook, placing the subject clearly within its economic, psychological, sociological and historical context. The authors provide greater insight for readers by examining both the determinants and the consequences of consumer decision making.

Antonides and Van Raaij include numerous examples, cases and sociodemographic data and provide complete coverage of core topics together with important new ones. Innovative chapters are included on: financial behaviour welfare, wellbeing and property families and household production consumption and the environment shopping behaviour. The authors explore the full consumption cycle, not only the first stages of orientation and procurement, but also the usage and disposal of products. Consumer Behaviour is ideal for both undergraduate and postgraduate students. It will also benefit non-European students who need to gain a wider understanding of consumer behaviour. Marketers, market researchers, public relations officers and government officials dealing with consumer policy will also find it extremely useful.



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