



Consumer Behaviour, 1/e

Sarmistha Sarma

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About the Book

Consumer Behaviour as an academic discipline is a culmination of a number of subjects, namely, economics, marketing, anthropology, sociology and psychology. Globally, there are a number of researches carried out on consumer behaviour. The growing significance of consumer behaviour has been well accepted in the academic fraternity and the subject is taught in the postgraduate programmes of Master of Business Administration in various universities. The present book has been designed by keeping in mind all the topics incorporated in the consumer behaviour in various universities.

The book provides various marketing insights from contemporary business world. The keywords, cases and the exercises at the end of each chapter will be helpful for the students.

Salient Features

- ▶ Covers all the important theories from Psychology and Marketing required to learn Consumer Behaviour.
- ▶ Every chapter contains the following pedagogical aids: Learning Objectives, Summary and Key Terms.
- ▶ Profusely illustrated with real-world examples which appear as Exhibits in the chapters.
- ▶ Provides concept review questions, critical thinking questions and case studies appropriately at the end of the chapters.
- ▶ Lays emphasis on modeling in Consumer Behaviour.

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Sarmistha Sarma :- Sarmistha Sarma is an Associate Professor at the Institute of Innovation in Technology and Management (affiliated to Guru Gobind Singh Indraprastha University, Delhi (India) in the Department of Business Management. She has a PhD in Management from Fakir Mohan University, Balasore, Orissa (India) along with a Master of Business Administration (M.B.A) from Gauhati University, Assam (India). She Likes to Analyze the various factors leading to purchase decisions. Her research Focuses on the lifestyle, culture and the ethnicity of buyers and the impact of these on their buying decisions. She is a founder member of the Center for Promotion of Multidisciplinary Research (CPMR), a society dedicated to the promotion of applied research in various disciplines. She can be contacted at: chiefeditor@cpmr.org.in.