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Isabelle Szmigin is Professor of Marketing at the University of Birmingham. She has taught Consumer Behaviour at undergraduate and postgraduate level at universities in Britain and Asia, and has published her work in leading journals such as European Journal of Marketing, Psychology and Marketing, Sociology and Consumption, Markets and Culture.

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Her book Understanding the Consumer examines the complexity and unpredictability of consumers in the marketplace of the twenty first century. 2015 saw the publication of her Consumer Behaviour textbook co-authored with Professor Maria Piacentini of Lancaster University. Isabelle has held ESRC and British Academy Grants and is currently Principle Investigator on a European Foundation for Alcohol Research examining Lifestyle, social media and alcohol consumption.

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Presenting a brand new approach to teaching consumer behaviour, Szmigin and Piacentini move beyond traditional psychological learning to acknowledge more holistic perspectives of consumer behaviour and incorporate new areas of research, such as Consumer Culture Theory, which are enhancing our understanding of this fascinating subject.

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Isabelle Szmigin is Professor of Marketing at the University of Birmingham. She has taught Consumer Behaviour at undergraduate and postgraduate level at universities in Britain and Asia, and has published her work in leading journals such as European Journal of Marketing, Psychology and Marketing, Sociology and Consumption, Markets and Culture.

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Consumer Behaviour: Szmigin, Isabelle, Piacentini, Maria ...

A new approach to teaching consumer behaviour, incorporating the latest issues in behavioural, psychological and sociological learning alongside new areas of research. Practitioner commentaries including Renault and Thinkbox, and extended case studies featuring Pinterest and Havaianas, place this fascinating subject firmly in a real world context.

Consumer Behaviour by Isabelle Szmigin

Consumer Behaviour Isabelle Szmigin, Maria Piacentini - ISBN: 9780199646449. ISBN: 9780199646449 Author(s): Isabelle Szmigin, Maria Piacentini Language: English Publisher: Oxford University Press Edition: november 2014 Edition: Unknown On this page you find summaries, notes, study guides and many more for the textbook Consumer Behaviour, written by Isabelle Szmigin & Maria Piacentini.

Consumer Behaviour Notes - Stuvia

Regarding this, a thorough analysis revealed the existence of five dimensions of consumer guilt, namely, hesitation, sadness, reluctance to spend, regret and self blame.

In this highly practical and engaging textbook, Szmigin and Piacentini provide the most holistic consideration of consumer behaviour available, demonstrating how seminal theories and cutting-edge research impact on today's marketing professionals. The latest behavioural, psychological and sociological approaches are presented alongside emerging techniques, such as the analysis of big data, integrating digital experiences, and the continuing importance of conscious consumption. Theory is set firmly in context for students through extended cases and extensive use of international examples, including interactive advertising on Snapchat, social media marketing by Maybelline in China, and culturally-reflective advertising by IKEA and McCain. This second edition reflects the very latest research in consumer behaviour and contains substantially increased coverage of digital consumption and online consumer behaviour, including social media research, online group buying, and attitudes to online privacy. New coverage of sustainability and ethical issues in consumer behaviour, including deceptive packaging, Fairtrade, and ethically-conscious fashion at HandM, has been woven throughout the text. Central to the book is the recognition of how businesses and governments use knowledge of these theories and techniques in marketing and business decision-making. Each chapter includes a Practitioner Insight from a professional working in marketing, advertising, government or a charity, including OKO, BBC Global News, and Millward Brown. Each chapter also includes Consumer Insights, with topics including the concept of hygge in Denmark, repositioning Lucozade in the UK, L'Oreal's use of augmented technology, and branding in emerging markets. These features bring together the themes discussed and encourage students to engage with the material on a practical level. The authors acknowledge consumer behaviour as a research discipline. To reflect this, the Research Insights, around half of which are brand new for this edition, include links to seminal and contemporary papers and present students with the opportunity to take their learning further. The accompanying online resources provide superior ready-to-use support for both students and lecturers. These include practitioner

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videos, class exercises, web exercises, learning activities, suggestions for essay topics and project work, an instructor's manual, links to journal articles, and PowerPoint slides.

Presenting a brand new approach to teaching consumer behaviour, Szmigin and Piacentini move beyond traditional psychological learning to acknowledge more holistic perspectives of consumer behaviour and incorporate new areas of research, such as Consumer Culture Theory, which are enhancing our understanding of this fascinating subject. The latest behavioural, psychological and sociological approaches are presented alongside emerging techniques, such as neuromarketing, with their application to marketing explicitly drawn out. Theory is firmly set in context for students through extensive use of international examples and extended cases on topics such as repertoire shopping in China, lifestyles of Indian consumers, and learning about brands through Havaianas in Brazil. Each chapter includes Consumer Insights covering topics such as social media marketing in the Netherlands, repositioning Lucozade in the UK, and finding the right celebrity endorser. These features bring together the themes discussed and encourage students to engage with the material on a more practical level. Central to the book is the recognition of how businesses and government are likely to use knowledge of these theories and techniques in marketing strategies and business decision making. Each chapter includes a Practitioner Insight from a professional working in marketing, advertising, government or a charity, including Dubit, Thinkbox and Age UK to provide real world views on the topics being discussed and the possible future direction of these areas. The authors acknowledge consumer behaviour as a research discipline. To reflect this, Research Insights features throughout each chapter include links to seminal papers to present students with the opportunity to take their learning further. The accompanying Online Resource Centre provides superior ready-to-use support for both students and lecturers: For students: \* Author blog, responding to changes within the subject and supporting the currency of the textbook; \* Web links illustrating consumer behaviour in practice including examples from print, video and web; \* Multiple choice questions with instant feedback; \* Links to seminal articles as highlighted in the Research Insights feature; \* Web exercises to encourage students to test their knowledge and apply their learning; \* Flashcard glossary to test understanding of key terms. For lecturers: \* Comprehensive customizable PowerPoint slides; \* Learning activities (including, more detailed workshop-based activities, shorter lecture-based in-class exercises and suggestions for assessment approaches) \* An instructor's manual (containing guidance on how to use the case studies and Practitioner Insights in class, indicative answers, and some additional questions).

"Now available in its first Canadian edition, Consumer Behaviour provides the most comprehensive overview of consumer behaviour available, demonstrating how key theories and cutting-edge research impact today's marketing professionals. Designed for mid-year university business and marketing courses, the book takes a micro to macro approach, introducing students to the individual consumer--including what affects decision-making, learning, perception, attitudes, personality, and motivation--before zooming out to the bigger picture of consumers in society as a whole, placing a wider lens on groups, social processes, culture, and repeat purchasing behaviour. This brand-new Canadian adaptation offers real-life Canadian examples, statistics, and research. Balancing its Canadian perspective is a wealth of international content to ensure students receive the full global picture of consumerism. Engaging and accessible, Consumer Behaviour, 1Ce balances theory and practice, guiding students into the inner workings of what influences consumers and how marketing can make a difference."--

Consumer Behaviour in Action introduces marketing students to the fundamental concepts of consumer behaviour in a contemporary context. The text provides a distinctly balanced approach as it balances theory with practical applications and research methods for understanding consumers. Practical examples and case studies provide global, regional and local industry examples. Research and insights from fields such as psychology, sociology and complex systems are included. Extended cases studies covering topics such as Nike, Cricket Australia, Target, and McDonalds in overseas markets, draw together each part of the book to bring together the themes discussed and encourage students to encourage a deeper understanding of the material. The accompanying enriched eBook and supplementary digital resources provides superior ready-to-use support for both students and lecturers.

This unique book provides a broad, comprehensive examination of the experience of disability. Its content focuses on definitions of disability, societal response to people with disabilities, and the experience of disability from the perspectives of individuals with a disability and society. It is organized around broad themes as opposed to disability categories. With an engaging writing style and completely updated extensive references, *DISABILITY, SOCIETY, and the Individual* prepares the reader to understand and be able to use complex, important, and new ideas surrounding disability - its experience and its social and cultural context. The text includes discussion questions, learning activities, suggested readings, and first-person accounts.

This new edition provides a refresher on the neurology of dysarthria as well as current information and lots of helpful tools for assessment, treatment planning, and treatment techniques.

By capturing the latest developments in this dynamic field - including cloning, gene therapy, and assisted reproduction - Ramón Piñón has made sure that his textbook is the most up-to-date and useful introduction to human reproductive biology available. Although its emphasis is on biology, it combines a rich assortment of comparative historical and literary notes with a contemporary inquiry into human sexuality.

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