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Preface

We love to people-watch, do you? People shopping, people interacting with friends and social media, people consuming . . . Consumer behaviour is the study of people and the products that help to shape their identities. Because we are consumers ourselves, we have a vested interest in learning more about how this process works in order to understand ourselves. In that way, you, as a student and consumer, also have a dual interest. In many courses, students are merely passive observers, learning about topics that affect them indirectly if at all. Not everyone is a plasma physicist, a medieval French scholar or a marketing professional. But we are all consumers. Many of the topics in this book have both professional and personal relevance to the reader, whether you are a student, professor or businessperson.

WHAT’S IN THE BOOK FOR YOU, AS A STUDENT?

We balance theory with practice
Consumer behaviour can be a challenging subject, although it can often appear deceptively simple—we all think we know why we spend money on the products we buy, but can we explain why others do (or don’t) buy the same products? This book balances the complexity of consumer behaviour theory (and, trust us, there’s advanced level content that makes rocket science look easy) with the need to make sense of the concepts for the real world (not everyone needs the rocket science level, as not everyone is into building rockets).

We’ve picked some fun topics
We’ve focused on making the book accessible for you by selecting examples and issues that are interesting or funky. We want to guide you through consumer behaviour and make it an enjoyable experience (even if you are unlikely to be examined on the content at the end of the semester).

This is consumer behaviour for the real world
Above all, we’ve tried to keep this consumer behaviour book as real as possible. Consumer behaviour happens in the real world, not in a science lab (or rocket test range) somewhere away from day-to-day life. We’ve put in real-world examples to link the research and model to daily life, and mixed local, national and international experiences into the book. We’re a global community, and we take advantage of that fact to tap into the knowledge of researchers from around the world to make this book a comprehensive guide to consumer behaviour.

WHAT’S IN IT FOR YOU, THE LECTURER?

Multi-perspective approach
Consumer researchers represent virtually every social science discipline, plus a few from the physical sciences and the arts for good measure. From this melting pot has come a healthy ‘stew’ of research perspectives, viewpoints on appropriate research methods, and even deeply held beliefs about what are and what are not appropriate issues for consumer researchers to study in the first place. We have also ensured that the different schools of thought within consumer behaviour are well represented and have integrated cognitive, emotional, behavioural and cultural theories throughout the book.

Contemporary theories
While we have retained the distinctive theories you would expect to see in a consumer behaviour textbook, we have also added some new ones. In addition, we have revised the structure of the book to bring the following topics to the forefront of students’ learning. In Section 1 we examine consumer behaviour’s foundations and issues related to consumer well-being to reinforce for students the many commercial, environmental, ethical and health issues the field addresses. Section 2 delves deeper into the micro-level
influences that affect and shape consumer interactions in markets. We acknowledge the role that our psychological processes play in what we buy and consume, and expand gender theory in the significantly revised Chapter 7 to guide deeper understanding of gender influences on consumer and marketplace interactions. Section 3 adopts a multi-faceted approach to the way we make decisions using our emotions, our thoughts and our actions. Finally, Section 4 on consumers’ social and cultural settings has been extended to acknowledge the growing area of consumer culture theory research and includes global and local examples of major trends and changes in marketing that affect consumer culture. Social media, gamification and other internet-based tools have been integrated throughout the book to reflect the pervasive use of technology in consumers’ everyday lives.

**Learning by doing**

Learning by doing is an integral part of the classroom experience. Each chapter has a case that applies consumer behaviour theory to practice; these have been authored by both academic experts and marketing practitioners. Simple and complex case exercises give students the chance to critically analyse the fundamental principles of consumer behaviour while providing models for the application of consumer behaviour in the real world.

Furthermore, for this edition we’ve partnered with GfK, one of the largest market research organisations in the world, to provide students with actual consumer data to use in the end-of-part cases. Each case presents students with a scenario that they would face when working in the industry and asks them to use that information to make decisions and marketing recommendations.

**Appendix**

Provided in the appendix is a guide on ethics to assist you in lectures and tutorials. It includes a checklist you can ask students to use to determine whether a new product, advertisement or marketing practice is unethical or just in bad taste.
Walk-through preface

CHAPTER OBJECTIVES
Included at the beginning of each chapter, provide a list of the key issues to be covered

INTRODUCTION

Consumer behaviour challenge

CONSUMER BEHAVIOUR CHALLENGE
Tests students on the theory and concepts learned within the chapter

MARKETING OPPORTUNITY

Image is everything in the digital economy

The growth of visual culture has been staggering. Early growth was driven by consumers’ need to share photos or social media posts globally. It has been claimed that 500–1,000 million photos are uploaded to Facebook every day. The social media companies that post pictures, with a comment, usually reply that 40% of users said they were more likely to engage with pictures posted by friends or social media. That result is very positive for the companies. For example, Hootsuite’s trend report finds that guests with visuals receive 94% more page views and engagements than those without, as well as clicking on 200% more content on average. Another interesting fact is that 80% of consumers consider that detailed images convey more weight in product information or marketing messages.

More recently, it’s the uptake of niche photo-sharing sites like Reddit, Instagram and Pinterest that are far beyond simple sharing. These sites are the sort of platforms that are initially created for real social interaction. While Facebook might claim that it is the largest video-sharing platform for communicating information. In fact, consumers are inundated with memories’ video-search research reports that 80% people fear of losing information. They want to remember 10% of it in three days’ time, but add a picture and they will remember 80%. Now there is an opportunity.

Consumer behaviour challenge

1. Many studies have shown that a consumer’s sensory functions determine whether or not they choose to buy a product. Discuss the implications of these findings for marketers who are attempting to appeal to the elderly.

2. Interview three to five male and five to the female friends about their perception of both men’s and women’s fragrances. Construct a perceptual map for each of your products. Is your product a widely used marketing tool that evaluates the relative

MARKETING OPPORTUNITY

MARKETING PITFALL

Stealth marketing: what tactics work?

Consumer research into actual business activities

MARKETING OPPORTUNITY

MARKETING PITFALL

Stealth marketing: what tactics work?

Consumer research into actual business activities
LEARNING SNAPSHOT

Summarises the main content within the chapter

CB AS I LIVE IT: Expanding boundaries between self-concept and sports

Daniel Raye, Qut University of Technology, Victoria

Are you a laker or a heat fan? Who are you and what does it mean to you? This chapter is not just about lakers and the Heat. There are many ways that the self-identification of sports fans can be expanded, from public and the way we see others from whom we respect our heroes. I’ll share how to change my identity into that of a Heat fan.

CB AS I LIVE IT: Why worry about how other people see me? Dr Alastair Tombs, The University of Queensland

Are you a laker or a heat fan? Who are you and what does it mean to you? This chapter is not just about lakers and the Heat. There are many ways that the self-identification of sports fans can be expanded, from public and the way we see others from whom we respect our heroes. I’ll share how to change my identity into that of a Heat fan.

DATA POWERED BY GFK

Included in the end of each section, allows students to “get their hands dirty” with real data and to develop their analytical skills—the data are real, and the problems are too

CASE STUDY

Learning by doing is an integral part of the classroom experience—a case study is included at the end of each chapter, along with discussion questions, to help you apply the case to the chapter’s contents.

CB AS I SEE IT

Highlights customer behaviour professors and researchers who share their knowledge of the areas of expertise

NRL's State of Origin, if you're a Queenslander or a New South Wales supporter, you think you're among the handful of people who are really passionate about the game. But in fact, you're not. The other 99.9% of the people who support your team cannot do anything wrong. Psychologically, it seems like nothing more than an excuse for their favourite team—horribly wrong, sports fans regularly make excuses for their favourite team, even when they're wrong. Just look at fans of any NFL team that has made a Super Bowl championship.

Brisbane now: positioning a place brand

Matt Grimandi, Brisbane Marketing, and Claudia Gonzalez, The University of Queensland

Brisbane is the capital of the country, with around 2.2 million inhabitants, and is the most populous city in Australia. Although the city incorporates the largest regional–local government area in the country, it struggles to position itself with a strong brand. Brisbane as a city possesses several advantages for positioning, as indicated in a recent analysis for strong positioning (see Figure 7.15 p. 219). However, a strong brand does not come for free. Process and action are different, and Brisbane is one of the only places in the world where the vision can put a wild dolphin or nudie signs.