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### **CHAPTER 2 CONSUMER BEHAVIOUR THEORY**

behaviour theory and that an Internet perspective on consumer behaviour, and more specifically consumer decision-making, will be provided in Chapter 4 22 AN OVERVIEW OF CONSUMER BEHAVIOUR This section focuses on the consumer behaviour field of study and will explore the origin of a consumer focus in marketing

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### **Consumer Behaviour**

Consumer Behaviour Jane Priest is a Teaching Fellow at Edinburgh Business School and teaches parts of the on-campus Marketing course, as well as the Consumer Behaviour elective by distance learning She is a key member of a team exploring how technology can ...

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**CONSUMER BEHAVIOR**

Text: Consumer Behavior, Michael R Solomon (Pearson - Prentice Hall, 2015, 11th ed) ISBN: 9780133450897 NOTE: The 10th edition is fine for this class, though some material is slightly different and presented out of order The international edition is not recommended Recommended supplemental Reading - The Wall Street Journal COURSE DESCRIPTION

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