CONTENTS IN BRIEF

	Preface	XV
	Guided tour of the book	xxii
	Guided tour of the online resources	xxiv
	Acknowledgements	xxvii
PART 1	HISTORICAL AND CURRENT PERSPECTIVES	
	ON CONSUMPTION	1
Chapter 1	A historical context for understanding consumption	3
Chapter 2	Contemporary perspectives on consumer behaviour	42
PART 2	MICRO-VIEW OF CONSUMPTION	85
Chapter 2	Desirion making and involvement	87
Chapter 3 Chapter 4	Decision-making and involvement Learning and memory	132
Chapter 5	Perceptual processes	171
Chapter 6	Attitude theory and behaviour change	212
Chapter 7	Personality self and motivation	248
	Consumer insight 13 bleeds were a wants	
PART 3	MACRO-VIEW OF CONSUMPTION	295
PARTS		
Chapter 8	Groups, social processes, and communications	297
Chapter 9	Culture	341
Chapter 10	Patterns of buyer behaviour	385
PART 4	WHERE ARE WE GOING?	419
Chapter 11	Future trends in consumer behaviour	421
	Glossary	461
	Index Consumer insight 2.1 Nudging for better health?	471