

Consumer Behaviour Schiffman And Kanuk 9th Edition

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Die Rollenwahrnehmung des Dienstleistungskunden Kathrin Hahn 2012-12-14 *Durch die obligatorische Beteiligung des Kunden an der Dienstleistungserstellung werden das Leistungsergebnis und auch die zur Leistungserstellung erforderlichen Prozesse im Unternehmen maßgeblich beeinflusst. Kathrin Hahn untersucht, wie der Kunde Wissen über seine Rolle als Kunde und Co-Produzent der Dienstleistung erwirbt und welche Wirkungen damit für das Kundenverhalten in der Dienstleistungsinteraktion einhergehen. Anhand einer Kundenbefragung wird der Einfluss der Rollenwahrnehmung auf das Zufriedenheitsurteil hinsichtlich der Dienstleistungsbegegnung gezeigt. Aus den Ergebnissen leitet die Autorin Implikationen für die Dienstleistungsforschung sowie für das Management der Kundenbeteiligung bei Dienstleistungen ab.*

Gravity

Consumer Behaviour And Branding: Concepts, Readings And Cases-The Indian Context S. Ramesh Kumar 2009-09 *India is one of the emerging markets that pose a unique set of challenges to marketers. The importance of the context and the usefulness of concepts in the Indian context is the core proposition of the book. The diversity of a mix of factors such as cultural aspects, lifestyles, demographics and unbranded offerings make consumer behaviour a fascinating study. This book focuses on the behavioural principles of marketing and its application to branding in the Indian context. * Consumer behaviour concepts associated with branding * A combination of recent and traditional examples reflecting the application of behavioural concepts * Touch of reality boxes to indicate context-based examples * Caselets and cases drawn from real-life situations * Research findings associated with the Indian context * Topical issues in consumer behaviour like cultural aspects, digital marketing and experiential branding*

Neoliberalism in the Tourism and Hospitality Sector Nadda, Vipin 2018-10-26

Globalization is increasing interconnectedness and is offering immense opportunities for businesses worldwide. Although it has been taking place for hundreds of years, it has sped up enormously over the last half-century, increasing international trade, greater dependence on the global economy, and freer movement of capital, goods, and services. While globalization can create opportunities for wealth in emerging economies, it still cannot completely close the gap between the world's poorest countries and the world's richest. Many view globalization as a threat to cultural diversity, believing that it can drown out local economies, traditions, and languages and make travel to certain regions less desirable. Neoliberalism in the Tourism and Hospitality Sector provides innovative insights into the adoption of glocalization as a measure to mitigate the threats posed by globalization within the travel and tourism industries. It is designed for policymakers, researchers, government officials, and marketers considering glocalization as a means to sustain the relevancy of local business and trade.

***Marketing Strategies of the Horticultural Production Chain* Marco A. Palma 2021-03-19 This book consists of a series of articles that present novel trends in horticulture marketing and some of the key supply chain management issues for the horticulture industry across a wide range of geographical regions.**

***Marketing Management in Turkey* Selcen Ozturkcan 2018-07-30 Elif Yolbulan Okan and Selcen Ozturkcan examine marketing opportunities, market potential, and standardization and customization opportunities available within one of the fastest growing of the world's emerging economies—namely, the Turkish economy, which according to a recent PWC report could outstrip the Italian economy by 2030 in many areas.**

***Introduction to Marketing* Johan Strydom 2005-09 With a full explanation on the basic principles of marketing, this guidebook helps readers answer such questions as What is marketing? What is a marketing forecast? and What is the best way to conduct market research? Written by professionals for students and entrepreneurs, this text also features international case studies, numerous up-to-date examples of the latest developments and trends in marketing, and tried and tested information that helps students learn.**

***Religion and Consumer Behaviour in Developing Nations* Ayantunji Gbadamosi 2021-01-29 Examining how religion influences the dynamics of consumption in developing nations, this book illuminates the strategic placement of these nations on the global marketing stage both in terms of their current economic outlook and potential for growth.**

***Innovations in Social Marketing and Public Health Communication* Walter Wymer 2015-10-06 This volume presents the most current theoretical advances in the fields of social marketing and public health communications. The volume is divided in two parts. Part 1 contains chapters pertaining to research and theory reflecting improvements and contributions to theories that help improving quality of life. It includes literature reviews, conceptual research and empirical studies on social marketing communications, models to understand individual's risky behaviors, and how to improve social interventions. The second part emphasizes applied research, consisting of best practices, applied experiments, and case studies on social marketing innovative practices with implications for quality of life.**

Test Item File, Consumer Behavior, Ninth Edition, Leon G. Schiffman, Leslie Lazar Kanuk Steven Michael Cox 2007

Exploring the Dynamics of Consumerism in Developing Nations Gbadamosi, Ayantunji 2019-01-11 As developing nations increase their consumption rate, their relevance in the global marketplace grows. Existing assumptions and postulations about consumer consumption in various societies are being displaced largely due to the dynamic nature of the market. However, research has not been adequately devoted to explore the developments in consumer behavior in developing nations, which has resulted in numerous unanswered questions. *Exploring the Dynamics of Consumerism in Developing Nations* provides vital research on consumer behavior in developing countries and changes in the socio-cultural dimensions of marketing. While highlighting topics such as celebrity influence, marketing malpractices, and the adoption of e-government, this publication is ideally designed for researchers, advanced-level students, policymakers, and managers.

Battleground: Business [2 volumes] Peg Thoms 2007-10-30 Business is one of the most potent cultural forces today, profoundly affecting every facet of our lives whether we are working in a corporate environment or not. This book surveys some of the most controversial issues and topics central to the contemporary business world. Included are more than 70 alphabetically arranged entries written by expert contributors. Each entry explores a topic's relevance and influence, highlights opposing viewpoints, provides sidebars of interesting information, and lists resources for further research. For students and general readers, this book is an engaging, accessible, and essential resource on the role of business in society. Globalization. Outsourcing. Downsizing. These are some of the economic issues at the center of today's society. Time after time, we see that business is one of the most powerful forces in the modern world, profoundly affecting every facet of our lives whether we work in a corporate environment or not. Because in one way or another the world is all about economics, students need to understand and appreciate the role of business in their lives. This book overviews the most important topics and issues characterizing the role of business in today's society. Included are alphabetically arranged entries on more than 70 critical issues or topics central to the role of business in our lives. Each is written by an expert contributor and provides a summary of the topic's relevance and influence, a consideration of opposing viewpoints, and a list of resources for further research. For students and general readers, this book is an engaging, accessible, and essential resource on the role of business in everyday life.

Cases on Consumer-Centric Marketing Management Jham, Vimi 2013-07-31 As marketing strategies remain an essential tool in the success of an organization or business, the study of consumer-centered behavior is valuable in the improvement of these strategies. *Cases on Consumer-Centric Marketing Management* presents a collection of case studies highlighting the importance of customer loyalty, customer satisfaction, and consumer behavior for marketing strategies. This comprehensive collection provides fundamental research for professionals and researchers in the fields of customer relations, marketing communication, consumer research, and marketing analytics for insights into practical aspects of marketing in any organization.

Consumer Behavior in Digital Age 2019-07-01 This book covers fundamentals as well as the core schema of digital technologies and consumer behavior. While reading the

book, the reader can connect from the primary to advanced level of digital technologies and consumer behavior. This book will prove to be useful for all the professionals and students of professional courses. This book enriches the marketing management know-how and enables in formulating the marketing strategies in the current digital age.

Consumer Behaviour Leon Schiffman 2013-10-15 A trusted resource for Consumer Behaviour theory and practice. Consumer Behaviour explores how the examination and application of consumer behaviour is central to the planning, development, and implementation of effective marketing strategies. In a clear and logical fashion, the authors explain consumer behaviour theory and practice, the use and importance of consumer research, and how social and cultural factors influence consumer decision making. The sixth edition of this Australian text provides expanded coverage of contemporary topics.

Aktuelle Beiträge zur Markenforschung Wolfgang Mayerhofer 2010-08-27 Der Tagungsband enthält 12 hochwertige Beiträge, die anlässlich des 3. Internationalen Markentags präsentiert und von ReviewerInnen nach einem doppelt-blinden Verfahren begutachtet und für die Veröffentlichung empfohlen wurden.

Islamic Marketing and Branding T C Melewar 2017-12-06 Islamic Marketing and Branding: Theory and Practice provides a concise mix of theory, primary research findings and practice that will engender confidence in both students and practitioners alike by means of the case study included in each chapter. Through three main parts (Branding and Corporate Marketing; Religion, Consumption and Culture; and Strategic Global Orientation), this book provides readers, from areas across the spectrum covering marketing, organisational studies, psychology, sociology and communication and strategy, with theoretical and managerial perspectives on Islamic marketing and branding. In particular, it addresses: Insights into branding and corporate marketing in the Islamic context. An introduction to Islamic consumption and culture, rules and regulations in brands and consumption in Islamic markets. An identification of how the strategic global orientation of the Islamic approach is practised and how it works in different Islamic countries such as emerging countries. Readers are introduced to a variety of business and management approaches which, once applied to their business strategies, will increase their chances of successful implementation. Addressing both theoretical and practical insights, this book is essential reading for marketing and branding scholars and students, as well as CEOs, brand managers and consultants with an interest in this area.

Functional Foods : Sources and Health Benefits D. Mudgil 2017-02-01 The objective of this book is to provide complete coursed content of functional foods related subjects in ICAR, CSIR and UGC institutions in Food Technology, Dairy Technology, Food & Nutrition, Post Harvest Technology, Agricultural and Food Process Engineering discipline. The book contains fourteen chapters on the topics such as Introduction to Functional Foods, Nutrition for all Ages, Food Fortification, Low Calorie Food, Sports Food, Herbs as Functional Foods, Prebiotics, Probiotics & Synbiotics, Functional Dairy Products, Role of Cereal in Health Promotion and Disease Prevention, Functional Components from Fruits & Vegetables, Functional Meat Products, Immunomodulatory Response of Fermented Dairy Products, Consumer Response towards Functional Foods. The content of the book will be helpful for B.Tech, M.Tech, M.Sc. & Ph.D. students of above mentioned disciplines. These topics will also be helpful for the

students preparing for ICAR-ARS examination as these provide subjective information of the subject.

Innovationen in Tourismus und Freizeit Philipp Boksberger 2011-09-01
Tourismustrends erkennen – Wettbewerbsvorteile ausbauen Emanzipierte Kunden, kürzere Produktlebenszyklen, Globalisierung – die Tourismusbranche wird immer stärker von hoher Dynamik und steigendem Konkurrenzdruck beeinflusst. Inwieweit können und müssen hier Unternehmen wie auch Destinationen auf schnell wechselnde Trends reagieren, um dauerhaft erfolgreich zu sein? Experten stellen Ihnen in diesem Werk, herausgegeben von Philipp Boksberger und Markus Schuckert, wichtige Entwicklungen, Trends und Instrumente für Tourismus und Freizeit im 21. Jahrhundert vor. Zudem werden zahlreiche Lösungsansätze für die Stärkung Ihrer Wettbewerbsposition in der Praxis aufgezeigt. Schwerpunkte sind unter anderem: - aktuelle und zukünftige Kundenbedürfnisse - Nachhaltigkeit und ihre Umsetzung im Tourismus - Einflüsse des Web 2.0 auf Konsumentenverhalten und Marketing - Transformation von Trends und Lifestyle in marktfähige Innovationen und Produkte Wissenschaftlich fundierte Beiträge plus Fallstudien und Beispiele aus der touristischen Praxis – Ihre Grundlage für erfolgreiche und zukunftsfähige Geschäftsstrategien!

The Implications of Consumer Behavior for Marketing A Case Study of Social Class at Sainsbury Alex Cole 2014-04-24 This particular research is aimed at finding the marketing implication of influence of social class on consumer behavior for Sainsbury. Social classes differ in respect of behaviors, attitudes, and preferences. To investigate the consumer behavior and social class relationship, triangulation methodology has been adopted. A sample of 75 consumers of Sainsbury has been selected through convenience sampling. A questionnaire has been designed to collect data from sample. The findings showed that most of the respondents belonged to middle and lower social classes. The research found that middle and lower classes spend major part of their income on food and necessities of life whereas upper class spends its income on luxuries. It has been found that upper class uses internet for getting information about products and services of Sainsbury. Middle class uses televisions and newspaper for getting information about products and services of company. Upper class has more intentions of online shopping as compared to other classes. Upper classes have more attitude of investing in profitable projects. It has been found that lower and middle classes use credit cards for shopping and take bank loans for fulfilling their needs. Marketers can identify needs and preferences of different social classes from results of this particular research. Research has been limited to the findings only which have been collected from a small sample.

Counseling the Nursing Mother Judith Lauwers 2015-07-13 Written from a teaching perspective, Counseling the Nursing Mother: A Lactation Consultantâ€(tm)s Guide, Sixth Edition presents topics within a counseling framework with practical suggestions and evidence-based information interwoven throughout. Completely updated and revised, it includes new research on milk composition, the importance of the gut microbiome and skin-to-skin care, Affordable Care Act changes, and the latest guidelines from the World Health Organization for breastfeeding with HIV. Also explored and expanded are discussions on cultural competence, working effectively and sensitively with LGBTQ families, addressing disparities in health equity, milk banking

issues, and social media trends for lactation information and support. Additionally, the Sixth Edition also serves as a significant teaching tool for students, interns, and other healthcare professionals. With an extensive glossary and bulleted lists at the end of each chapter, it is an ideal study guide for International Board Certified Lactation Consultant (IBCLC) certification and practice. Each new print copy includes Navigate 2 Advantage Access that unlocks a comprehensive and interactive eBook.

International Journal of Management and Transformation: Vol.6, No.1

Conjointanalyse Daniel Baier 2009-08-03 Die Conjointanalyse ist ein wichtiges Marketing-Instrument. Damit lassen sich Kundenorientierung und Marktabdeckung verbessern, Umsätze und Gewinne steigern sowie neue Güter und Dienstleistungen erfolgreich platzieren. Das Buch bietet eine kurze und prägnante Einführung in die Grundlagen und Anwendungsmöglichkeiten der Conjointanalyse. Renommierte Experten aus Wissenschaft und Praxis vermitteln Methodik und Anwendung und zeigen anhand von Praxisbeispielen, wie die Conjointanalyse erfolgreich im Unternehmen genutzt werden kann.

Parental Decisions on Processed Snack Choices Andreas Senkbeil 2009-10 Marketing of snacks is a very complex mechanism which is specifically constructed to influence children's consumer choice and behavior. The effects of advertising can be seen on multiple levels affecting children's knowledge of brands, consumer attitudes, and eating behavior. Investigating the effect of children's influence on parental decision making is essential to marketers who need to assess the performance of their communications and devise new marketing strategies for the future. This research proposes to identify what factors influences parents in their purchase decision for snacks and what roles children play in the parental purchase decisions for snacks. Furthermore the research concentrates on processed snacks in order to determine the most prominent factors in the Thai food market and thus propose appropriate information for marketers based on empirical research collected. This book makes important contributions to the family respectively parental decision making research and it should serve as a framework to the future research in the area of children's influence.

International Marketing Compact Gerhard Wührer 2014-10-24 International Marketing Compact offers a new perspective in teaching international marketing. The authors address issues in a novel way by bringing in cases from advanced and emerging markets. In this connection they also discuss technological requirements of the 21st century and how these developments necessitate a change in looking at international marketing issues. The individual chapters follow the necessary steps to develop and implement projects successfully in the international market place. The knowledge, which is provided for both students and practitioners, is well balanced in terms of theoretical input and managerial application. This is the result of numerous examples presented in this book not only from Europe, but also from other markets throughout the world. The book is addressed to various student groups: those in a bachelor's program studying business, economics and international trade can well use the book to gain a broad and current perspective on trends in international marketing theory and practice. Those in a master's program for business, economics and international trade can use the book as a guide for building a theoretical background for their term projects and the case studies they analyze. Those at the PhD level in the same or similar disciplines can take a compact look at 21st century international marketing. It is also

beneficial for international students, for example, for Erasmus students at European universities, who are building a common international marketing background and perspective that they can take back to their studies at their home universities.

Fashion Marketing Mike Easey 2008-11-03 'Clothing that is not purchased or worn is not fashion' (to paraphrase Armani) Knowledge of marketing is essential to help ensure success and reduce the risk of failure in fashion. For the designer starting up in business, this book offers a guide to the major decisions that will enable you to fulfil your creative potential and be a financial success: What are the major trends we should be monitoring?; How should we set our prices?; What is the most effective way to get our message across about the new product range?; Which colour-wash will be the most popular with buyers? Marketing is now a firmly established element of most fashion and clothing courses. Fashion Marketing is written to meet students' requirements and has many features making it essential reading for anyone involved in the fashion and clothing business: · deals with contemporary issues in fashion marketing · up-to-date examples of global good practice · exclusively about fashion marketing · a unique contribution on range planning with a practical blend of sound design sense and commercial realism · a balance of theory and practice, with examples to illustrate key concepts · clear worked numerical examples to ensure that the ideas are easily understood and retained · over 50 diagrams · a glossary of the main fashion marketing terms and a guide to further reading · a systematic approach to fashion marketing, not hyperbole or speculation. The new edition has been updated throughout with new material on different promotional media, visual marketing and international marketing research; and new coverage of internal marketing, supply chain management, international marketing communications as well as the role of the internet. See www.blackwellpublishing.com/easey for supporting pack for tutors, including PowerPoint slides for each chapter plus ideas and exercises for seminars.

The Routledge Handbook of Tourism Impacts Dogan Gursoy 2019-04-29 This handbook explores and critically examines both positive and negative impacts of tourism development focusing on the past, present and future issues, challenges and trends from a multidisciplinary global perspective. Through a comparative approach involving international case studies, this book explores our understanding of tourism impacts and contributes to the theoretical development on relationships between tourism impacts and community support for tourism development. This handbook focuses on a variety of geographical locations, drawing from the knowledge and expertise of highly regarded academics from around the world. Specifically, it explores the adoption and implementation of various tourism development and impact management approaches in a wide range of global contexts, while identifying their trends, issues and challenges. It addresses strategies relating to innovation, sustainability and social responsibility, and critically reviews the economic, sociocultural, environmental, political and technological impacts of tourism. The text also identifies future trends and issues, as well as exploring the methods used to study tourism impacts. Conveying the latest thinking and research, this handbook will be a key reference for students, researchers and academics of tourism, as well as development studies, geography, cultural studies, sustainability and business, encouraging dialogue across disciplinary boundaries and areas of study.

Consumer Behaviour Leon G. Schiffman 2008 This new European perspective on

Schiffman and Kanuk's classic Consumer Behavior focuses not only on what consumers buy, but also why they buy, when they buy, where they buy, how they evaluate their purchase, and how they ultimately dispose of it. The text has been thoroughly adapted and revised to reflect European conditions, and to focus attention on critical concepts in consumer behaviour. In doing so the authors illuminate the ways in which marketers apply the principles of consumer behaviour to the development and implementation of marketing strategies.

Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources 2014-12-31 As marketing professionals look for ever more effective ways to promote their goods and services to customers, a thorough understanding of customer needs and the ability to predict a target audience's reaction to advertising campaigns is essential. Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications explores cutting-edge advancements in marketing strategies as well as the development and design considerations integral to the successful analysis of consumer trends. Including both in-depth case studies and theoretical discussions, this comprehensive four-volume reference is a necessary resource for business leaders and marketing managers, students and educators, and advertisers looking to expand the reach of their target market.

Air Transport and Tourism M.R. Dileep 2021-09-30 Air Transport and Tourism: Interrelationship, Operations and Strategies is a comprehensive textbook covering all major aspects of air transport from operational and managerial perspectives, as well as exploring the intricate relationship that exists between the air transport and tourism industries. The book introduces and provides in-depth coverage of the complexities of the airline industry and the tourism industry and the ways in which they are connected and impact on each other, for example, the destination-airport-airline nexus, and the roles of air transport and airlines in tourism and vice versa. Emphasis is placed on current and future trends, the impact of COVID-19, sustainability and environmental challenges throughout. Comprehensive coverage of airline operations, strategic management and planning, airport operations and air transport information technology is also provided, offering a practical viewpoint on these vital aspects of the subject. This will be the ideal introductory textbook for students of tourism and hospitality studying courses in aviation and air travel.

Reale und mediale Produkterfahrungen Sandra Diehl 2010-11-08 Sandra Diehl analysiert mithilfe der Diary-Methode und eines experimentellen Designs den Einfluss von medialen und realen Faktoren auf das Kaufentscheidungsverhalten. Sie leitet umfangreiche strategische und operative Handlungsempfehlungen ab.

Driving Green Consumerism Through Strategic Sustainability Marketing Quoquab, Farzana 2017-11-30 The use of environmentally safe products is an emerging and popular trend throughout various industries. Product manufacturing and sales has changed in order to incorporate green initiatives that will appeal to this fast-growing market. Driving Green Consumerism Through Strategic Sustainability Marketing is an essential reference source for the latest scholarly research on the latest trends of consumerism and its effect and implications on the environment. Featuring coverage on topics and perspectives such as nutricosmetic products, green marketing, and animal products, this publication is ideal for those interested in aspects of green consumerism.

100+ management models Fons Trompenaars 2014-09-15 100+ Management Models is an essential resource for managers at all levels. It gives an overview of each of the most important business models in eight categories: sustainability, innovation, strategy, diversity, customers, human resources, benchmarking and leadership and analyses their strengths and weaknesses.

Herausforderungen der internationalen marktorientierten Unternehmensführung Andreas Mann 2010-12-08 Experten aus Wissenschaft und Praxis stellen aktuelle Konzepte und Instrumente der internationalen marktorientierten Unternehmensführung vor, welche die Nutzung neuer Absatzchancen auf Auslandsmärkten und die Vermeidung von Absatzrisiken durch neue internationale Wettbewerber unterstützen.

Handbook of Research on Consumer Behavior Change and Data Analytics in the Socio-Digital Era Keikhosrokiani, Pantea 2022-06-24 The emergence of new technologies within the industrial revolution has transformed businesses to a new socio-digital era. In this new era, businesses are concerned with collecting data on customer needs, behaviors, and preferences for driving effective customer engagement and product development, as well as for crucial decision making. However, the ever-shifting behaviors of consumers provide many challenges for businesses to pinpoint the wants and needs of their audience. The Handbook of Research on Consumer Behavior Change and Data Analytics in the Socio-Digital Era focuses on the concepts, theories, and analytical techniques to track consumer behavior change. It provides multidisciplinary research and practice focusing on social and behavioral analytics to track consumer behavior shifts and improve decision making among businesses. Covering topics such as consumer sentiment analysis, emotional intelligence, and online purchase decision making, this premier reference source is a timely resource for business executives, entrepreneurs, data analysts, marketers, advertisers, government officials, social media professionals, libraries, students and educators of higher education, researchers, and academicians.

Principles of Marketing Philip Kotler 2008 The goal of Principles of Marketing, Fifth Edition, is to introduce people to the fascinating world of modern marketing in an innovative, practical and enjoyable way. Like any good marketer, we're out to create more value for you, our customer. We have perused every page, table, figure, fact and example in an effort to make this the best text from which to learn about and teach marketing.

ISCONTOUR 2014 - Tourism Research Perspectives Roman Egger 2014-05-02 Proceedings of the ISCONTOUR The aim of the International Student Conference in Tourism Research (ISCONTOUR) is thus to offer students a unique platform to present their research and to establish a mutual knowledge transfer forum for attendees from academia, industry, government and other organisations. The annual conference, which is jointly organised by the IMC University of Applied Sciences Krems and the Salzburg University of Applied Sciences, will take place alternatively at the locations Salzburg and Krems. The conference research chairs are Prof. (FH) Dr. Roman Egger (Salzburg University of Applied Sciences) and Prof. (FH) Mag. Christian Maurer (University of Applied Sciences Krems). The target audience include international students (also PhDs), graduates, teachers and lecturers from the field of tourism and leisure management as well as companies and anyone interested in the conference topic areas. Issues to be covered at the conference include the following areas within a tourism

**context: Marketing & Management Tourism Product Development & Sustainability
Information and Communication Technologies**

Electronic Journal of Business Research Methods

Consumer Behavior Leon G. Schiffman 2007 With a strong empirical and market segmentation approach, this book focuses on how the Internet has changed the way people obtain information about potential purchases, giving readers the most up-to-date material on how technology is changing their lives as consumers. The Thirty-two mini-cases help readers learn by applying the theory, drawing on current business news to demonstrate specific consumer behavior concepts. This edition now includes thirty-two Active Learning mini-cases. A clear consumer decision making model is set out in each chapter to facilitate learning—presented in the first chapter, this model serves as a structural framework for the concepts—the building blocks—examined in the following chapters. The book's final chapter ties all of these concepts together so readers see the interrelationships and relevance of individual concepts to consumer decision-making. For those studying consumer behavior and/or marketing.

Communicating Sustainability for the Green Economy Lynn R Kahle 2015-01-28 With chapters written by experts in their field, this volume advances the understanding of theory and successful practice of marketing and promoting environmental sustainability. Some experts predict that the next big trend in business will involve the green economy. Yet, communicating sustainability to consumers provides a set of challenges for marketers that do not necessarily follow all the rules of other types of marketing communication. In many ways the concept of sustainability challenges the core ideals of promoting consumption. Accordingly, this book identifies for researchers and practitioners the barriers that keep customers from engaging in environmentally sustainable consumption and find ways to overcome those barriers. The book includes topics such corporate advertising strategy related to sustainability, corporate social responsibility advertising, greenwashing, advertising related to values, persuasion and persuasion knowledge in sustainability marketing, social media and sustainability, and advertising and public policy.