



## Consumer Behaviour

By Ray Wright

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Consumer Behaviour is more relevant than ever for today's business and marketing students, and this new text provides readers with the most up-to-date tools and resources they need to pass their exams. Ray Wright's accessible writing style takes readers through the key concepts and theories of Consumer Behaviour in a lively manner, interspersed with examples from a variety of industries and companies. Consumer Behaviour is the ideal text for those studying the subject within marketing or business degrees and diplomas, as well as MBA's, postgraduate marketing degrees and professional courses.

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1. The Background to Buyer Behaviour. 2..The Role of Information and Marketing Research in Understanding Buyer Behaviour. 3. Perception. 4. Learning. 5. Motivation. 6. Attitude. 7. Personality. 8. Social Influences on Customer Behaviour. 9. Psychographics, Lifestyle and Changing Customer Demands. 10. The Marketing Mix, Consumer Behaviour and Organisational Buying Behaviour. 11. Present and Future Developments. Glossary. Index.

#### **About the Author**

Ray Wright (MBA, BA (Hons), DMS, MCIM, C.ed.) worked for over twenty years in marketing and sales for various commercial organizations before coming into education. After spending six years as Head of Marketing and Retail at the Croydon Business School before coming to lecture in Marketing at the Anglia Business School, he now lectures at the Anglia Polytechnic University. He can be found on his web-site at [www.raynetmarketing.com](http://www.raynetmarketing.com)

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