



Basics Marketing 01: Consumer Behaviour

By Hayden Noel

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Basics Marketing 01: Consumer Behaviour examines the relationship between consumers and culture, and the impact of current trends on consumer behaviour. It explores the different ways in which consumers around the world respond to marketing strategies, examining the interpretation of new stimuli using existing knowledge, and how both new and remembered knowledge combine to influence purchasing behaviour.

Finally, there is a detailed examination of the influence of ethnicity, religion, class, age and gender on consumers' actions and the importance of understanding the challenges and diversity of a global marketplace.

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Editorial Review

About the Author

Dr Hayden Noel is an assistant professor in the College of Business Administration at the University of Illinois at Urbana-Champaign. He has published articles in leading academic journals such as the Journal of Consumer Research and the Journal of Consumer Psychology. In addition, he has taught in MBA programmes in the United States, Hong Kong, Singapore and Taiwan.

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