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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 be used to enhance the student learning experience.

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Consumer behaviour is the study of how, where, when and why we conduct the exchange elements of our lives to satisfy our needs and desires. It is fundamental to marketing as marketing is concerned with supplying and anticipating customer requirements; therefore understanding how customers behave is at the very heart of the marketing concept.

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consumer behaviour, impacting the marketing field of study. Once the human behavioural models have been addressed, the chapter will focus on models of consumer behaviour. Section 2.2 of this chapter will provide an overview of consumer behaviour, followed by models of human behaviour in Section 2.3. ...

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The study of consumer behaviour provides invaluable insight into consumer information processing, decision-making and buying patterns, regardless of generation or culture. It therefore should form a critical part of marketing plans, strategies, public policy and ethics, and has a considerable impact on business decisions.

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