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About the Authors

Michael R. Solomon, Ph.D., is professor of marketing and director of the Center for Consumer Research in the Haub School of Business at Saint Joseph’s University in Philadelphia. He also is professor of consumer behaviour at the Manchester School of Business, University of Manchester, United Kingdom. Prior to joining the Saint Joseph’s faculty in fall 2006, he was the human sciences professor of consumer behaviour at Auburn University. Before moving to Auburn in 1995, he was chair of the department of marketing in the School of Business at Rutgers University, New Brunswick, New Jersey. Professor Solomon began his academic career in the Graduate School of Business Administration at New York University, where he also served as associate director of NYU’s Institute of Retail Management. He earned B.A. degrees in psychology and sociology magna cum laude at Brandeis University in 1977, and a Ph.D. in social psychology at the University of North Carolina at Chapel Hill in 1981. He was awarded the Fulbright/ FLAD Chair in Market Globalization by the U.S. Fulbright Commission and the government of Portugal, and in fall 1996 he served as Distinguished Lecturer in Marketing at the Technical University of Lisbon.

Professor Solomon’s primary research interests include consumer behaviour and lifestyle issues; branding strategy; the symbolic aspects of products; the psychology of fashion, decoration, and image; services marketing; marketing in virtual worlds; and the development of visually oriented online research methodologies. He has published numerous articles on these and related topics in academic journals, and he has delivered invited lectures on these subjects in the United Kingdom, Scandinavia, Australia, and Latin America. His research has been funded by the American Academy of Advertising, the American Marketing Association, the U.S. Department of Agriculture, the International Council of Shopping Centers, and the U.S. Department of Commerce. Three research projects are currently funded by major multiyear grants from the National Textile Center and U.S. Department of Commerce. He currently sits on the editorial boards of the Journal of Consumer Behavior, the Journal of Retailing, and the European Business Review, and he recently completed an elected six-year term on the board of governors of the Academy of Marketing Science.

Professor Solomon has been recognized as one of the fifteen most widely cited scholars in the academic behavioural sciences/fashion literature, and as one of the ten most productive scholars in the field of advertising and marketing communications. Professor Solomon is a frequent contributor to mass media. His feature articles have appeared in such magazines as Psychology Today, Gentleman’s Quarterly, and Savvy. He has been quoted in numerous national magazines and newspapers, including Allure, Elle, Glamour, Mademoiselle, Mirabella, Newsweek, The New York Times, Self, USA Today, and The Wall Street Journal. He frequently appears on television and speaks on radio to comment on consumer behaviour issues, including The Today Show, Good Morning America, CNBC, Channel One, Inside Edition, Newsweek on the Air, the Wall Street Journal Radio Network, the Entrepreneur Sales and Marketing Show, the WOR Radio Network, and National Public Radio. He acts as consultant to numerous companies on consumer behaviour and marketing strategy issues and often speaks to business groups throughout the United States and overseas.

In addition to this text, Professor Solomon is co-author of the widely used textbook Marketing: Real People, Real Choices. He has three children, Amanda, Zachary, and Alexandra, and a son-in-law, Orly. He lives in Philadelphia with his wife Gail and their “other child”—a pug named Kelbie Rae.
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Kate’s research is focused on the application of social psychology to understanding consumer behaviour. In particular, her research interests focus on social influence, social marketing, and sustainability marketing. Her published work has appeared in top-tier journals including Journal of Marketing, Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, Journal of Personality and Social Psychology, Personality and Social Psychology Bulletin, Journal of Experimental Social Psychology, and Journal of Cross-Cultural Psychology. In addition, her work has been presented at over fifty national and international conferences.

Kate recently received the Dean’s Award for Outstanding Scholar and has been identified as “Young Scholar” by the Marketing Science Institute. This latter honour is given to young academics identified as potential leaders of the next generation of marketing researchers.

Kate is mother to twin four-year-old girls and in their spare time they like to travel. When the girls were two they went on Semester at Sea, a program run through the University of Virginia. They spent a semester at sea and travelled to Spain, Morocco, Ghana, South Africa, Mauritius, India, Singapore, Vietnam, China, and Japan. Follow Kate on Twitter @White_K8

Darren Dahl is the Senior Associate Dean—Faculty/Research and Fred H. Siller Professor in Applied Marketing Research at the University of British Columbia. Darren completed his Ph.D. at the University of British Columbia and his B.Comm. at the University of Alberta.

Darren’s research interests are in the areas of new product design and development, creativity, consumer product adoption, the role of social influence in consumer behaviour, and understanding the role of self-conscious emotions in consumption. His research has been presented at numerous national and international conferences, and published in various texts and such journals as the Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Management Science, and Journal of Consumer Psychology. He currently is associate editor of the Journal of Consumer Research and serves on the editorial board of the Journal of Marketing Research, Journal of Marketing, and the Journal of Consumer Psychology.

Darren teaches courses in Consumer Behaviour, Marketing Research, and Strategic Marketing Analysis at the undergraduate, MBA, and executive education levels. He has won awards for both his research (e.g., Marketing Science Institute Young Scholar) and his teaching (e.g., CGA Graduate Teaching Award) efforts. Before coming to UBC he held a faculty appointment at the University of Manitoba for four years and has been a visiting professor at Stanford, Columbia University, Hong Kong University of Science and Technology, and the Thammasat University in Thailand. Darren has consulted and organized education programs for a number of nonprofit and for-profit organizations such as Cathay Pacific, Procter & Gamble, Xerox, General Electric, Vancouver Public Health, Teekay Shipping, Lululemon Athletica, Earls Restaurants, Agent Provocateur, Daehong Advertising—Korea, and LIC India.
This is the sixth Canadian edition of *Consumer Behaviour*. The changes over all these editions have really made this a unique text that captures the Canadian identity.

The textbook still carries Michael R. Solomon’s trademark of vastly interesting examples and issues. We have tried not to interfere with his winning style, but have definitely added our own twist. Chapters 12 and 13 are presented with a distinctly Canadian focus. Throughout, we have integrated successful Canadian stories. In addition, the “CB As I See It” boxes, which present the point of view of consumer researchers, are all from scholars of Canadian universities. The cases presented at the end of each chapter all represent real companies and issues that have a distinctly Canadian focus.

**APPROACH AND OBJECTIVE TO BUYING, HAVING, AND BEING**

As the book’s subtitle, “Buying, Having, Being,” suggests, our version of this field goes beyond looking at the act of buying to having and being as well. Consumer behaviour is more than buying things; it also embraces the study of how having (or not having) things affects our lives and how our possessions influence the way we feel about ourselves and about each other—our state of being.

In addition to understanding why people buy things, we also try to appreciate how products, services, and consumption activities contribute to the broader social world we experience. Whether shopping, cooking, cleaning, playing basketball, hanging out at the beach, or even looking at ourselves in the mirror, our lives are touched by the marketing system. And, as if these experiences were not complex enough, the task of understanding the consumer multiplies dramatically when a multicultural perspective is taken. In addition to the numerous examples of marketing and consumer practices relating to consumers and companies, chapters contain boxes called “Consumers in Focus” that highlight ways in which consumption impacts us as individual consumers.

The book also emphasizes the importance of understanding consumers in formulating marketing strategy. Many (if not most) of the fundamental concepts in marketing are based on the practitioner’s ability to know people. After all, if we don’t understand why people behave as they do, how can we identify their needs? If we can’t identify their needs, how can we satisfy those needs? To illustrate the potential of consumer research to inform marketing strategy, the text contains numerous examples of specific applications of consumer behaviour concepts by marketing practitioners, as well as examples of windows of opportunity where such concepts might be used—perhaps by alert strategists after taking this course! Many of these possibilities are highlighted in special features called “Marketing Insight.”

**FEATURES OF THE SIXTH CANADIAN EDITION**

The sixth Canadian edition of *Consumer Behaviour* retains and updates the best elements of the previous edition.
CB As I See It: We have asked fellow researchers to share their current work and explain how it relates to the various theories of consumer behaviour.

End-of-Chapter Cases: This is a new addition for the sixth edition. These cases highlight real-world marketing and consumer issues and have a distinctly Canadian focus. The questions at the end of each case ask students to use concepts they learned in the chapter to address real-world questions and problems.

Consumers in Focus. These examples highlight implications for marketing and consumption on individual consumers.

Marketing Insight: These examples help to highlight how principles of consumer behaviour are relevant in real-world marketing contexts.

Weblinks: We have included weblinks throughout each chapter. Web users are reminded that, although the sites are checked thoroughly prior to printing, addresses may change or become inaccessible or currently unavailable.

ADDITIONAL LEARNING AIDS

Learner objectives: Learner objectives at the start of every chapter help students focus on key skills and topics as they make their way through the chapter material.

Full-colour figures, photographs, advertisements, and illustrations: Throughout each chapter, key concepts and applications are illustrated with strong, full-colour visual materials.

Key Terms: Key terms are bolded within the text and listed at the end of each chapter with page references. All of the key terms are collected together in the glossary at the back of the book, and are boldfaced with their page references in the subject index.

Chapter Summary: This feature provides a concise review of the chapter’s key topics.

Review Questions: These straightforward questions draw attention to key concepts and theories in each chapter.

Consumer Behaviour Challenge: Each chapter contains two sets of questions that challenge the student to apply the key issues covered. Discussion Questions encourage dialogue about important issues in consumer behaviour. Experiential Exercises connect learners directly to the marketplace and communities that provide the contexts for consumer behaviour. Many new questions have been added for this edition.

Indexes: A subject index and a product, service, corporate, and celebrity index reference all information and examples in the book.
Supplements

This edition of Consumer Behaviour is accompanied by a complete supplements package.

For Instructors

MyTest: A powerful assessment-generation program that helps instructors easily create and print quizzes, tests, exams, as well as homework or practice handouts. Questions and tests can all be authored online, allowing instructors ultimate flexibility and the ability to efficiently manage assessments anytime, from anywhere.


PowerPoint Slides: More than 150 Slides highlighting key concepts featured in the text are available electronically in PowerPoint.

Personal Response System Questions: These questions are designed to be used in conjunction with “clickers” from an outside vendor. They are a great way to increase student participation.

Image Library: The Image Library contains all the advertisements featured in this edition, as well as all the figures and tables.

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For Students

**Companion Website [URL: TBD]**

The Companion Website is easy to navigate and is organized to correspond to the chapters in this textbook. Whether you are a student in the classroom or a distance learner, you will discover helpful resources for in-depth study and research that empower you in your quest for greater knowledge and maximize your potential for success in the course. The resources on this site provide students with tools for learning course material. These modules include the following:

- Chapter Quizzes
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- QuickMark
  - [www.quickmark.com.tw](http://www.quickmark.com.tw)
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