

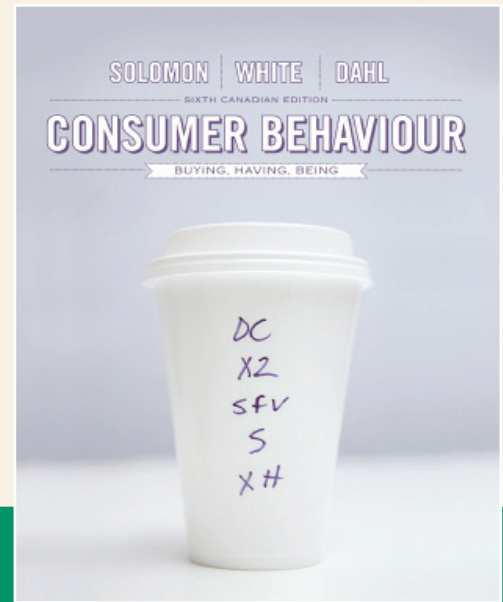
PEARSON CANADA PROUDLY PRESENTS

# Consumer Behaviour: Buying, Having, and Being, Sixth Canadian Edition

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A long-standing leader in the field, Solomon goes beyond the discussion of why people buy things and explores how products, services and consumption activities contribute to shape people's social experiences. A new author team introduces a uniquely Canadian perspective, and integrates cutting-edge topics and research in the ever-changing field of consumer behaviour.

## Chapter Features:

**CBC Mini Cases:** Fifteen written video cases are provided at key points in the text, supported by exciting videos from CBC news programs.

**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.

**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 behavior are relevant in real-world marketing contexts.

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### Additional Chapter Pedagogy:

- Chapter-opening definition: Each chapter starts with a definition that identifies the focus of the chapter.
- 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 to this edition.
- Indexes: A subject index and a product, service, corporate, and celebrity index reference all information and examples in the book.

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### Companion Website

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
- Mini-Cases and Assessment
- Simulations (correlation)
- Audio Chapter Summaries
- Glossary Flashcards