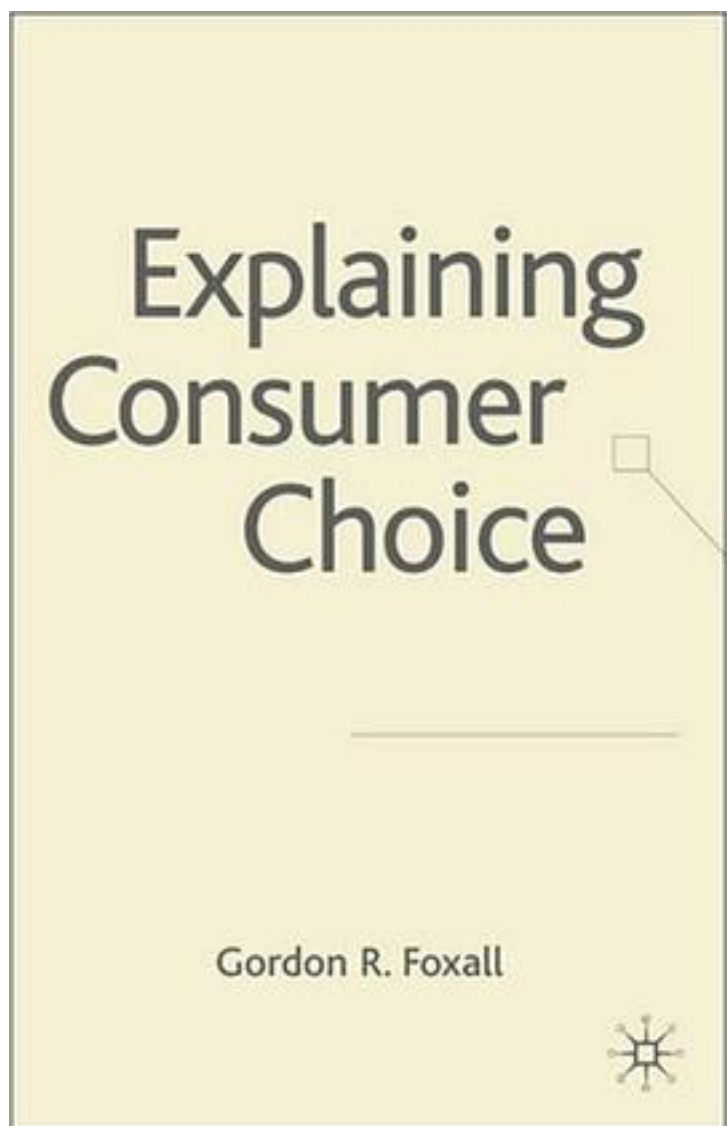


Explaining Consumer Choice



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This book presents the most up-to-date account of research based on the Behavioural Perspective Model of consumer choice. The accumulated empirical results, which draw on behavioural economics, psychology, and marketing, are summarized, after which the philosophy of science that underpins the model is explored. Foxall's contribution to the debate about the explanation of consumer choice, intentional behaviourism, is both expounded and critiqued, and the resulting synthesis is explored in relation to its relevance to marketing management, public policy on environmental matters, the adoption and diffusion of innovations, and further research in consumer behaviour and marketing. This is a major contribution to consumer research and marketing theory.

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