



## Consumer Insights: Findings from Behavioral Research (MSI Relevant Knowledge Series)

By Joseph W. Alba

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### Editorial Review

#### Review

“Consumer research has long been based on survey interviews and on direct observation of behavior. However, in the past few decades, the behavioral side of consumer research has flourished as scholars from social and life sciences have devised better ways of experimenting with, capturing, and analyzing human behavior. Alas, very few marketers are familiar with this area and, indeed, few even know where to begin looking for answers. This book, the latest in MSI's Relevant Knowledge series, can serve as a field guide to this fascinating territory. *Consumer Insights* offers the current consensus on important behavioral questions, the evidence base of that consensus, and an indication of where to go for details. It is a resource that marketers and market research professionals will want to keep close at hand.” --*Scott McDonald, Senior VP, Research and Insights, Conde Nast*

“The idea behind this book is brilliant! The Insights section is an efficient way to get to the core of a consumer behaviour topic, the Evidence Base and Reference sections allows the reader to go beyond the basic concept to investigate its nuances, and the Managerial Implications section brings the topic to life by highlighting its relevance. *Consumer Insights* has integrated simplicity and complexity in a way that will be uniquely valuable to managers and academics. I will use it to as supplement for my marketing and brand management classes, as well as to jumpstart the development of my next research ideas.” --*Simona Botti, Assistant Professor of Marketing, London Business School*

“Today's consumer is both complex and dynamic. This book summarizes the findings from the field of behavioral research that address the myriad behavioral forces shaping this complex consumer and the interaction of these forces in defining the context for his or her choices. Covering such critical areas as pricing, advertising, branding, and product portfolio management, the authors explain how such behavioral phenomena as the consumer's perception of quality, emotional feelings, inferences, bias, habits, social interaction with others, and past consumption history impact the effectiveness of today's marketing programs.

“The format of the book is ideal for the time-challenged marketing executive, providing a summary of key findings in each area, accompanied by a listing of the primary research works supporting those findings. *Consumer Insights: Findings from Behavioral Research* makes a strong case for evaluating each element of the marketing program from the behavioral perspective through market research. It also provides valuable insights on how to design that research in order to account for the impact of these same behavioral phenomena on the consumer's responses to marketing surveys. This is a practical guide to a complex subject, the consumer.” --*David F. Poltrack, Chief Research Officer, CBS Corporation*

#### About the Author

Joseph W. Alba is Distinguished Professor of Marketing and chair of the Department of Marketing at the University of Florida Warrington College of Business, where he has been faculty member since 1981. His research focuses on decision making, brand equity, product design, and pricing.

### Users Review

#### From reader reviews:

**Sheila Rivera:**

This Consumer Insights: Findings from Behavioral Research (MSI Relevant Knowledge Series) book is absolutely not ordinary book, you have after that it the world is in your hands. The benefit you receive by reading this book will be information inside this publication incredible fresh, you will get information which is getting deeper you read a lot of information you will get. This Consumer Insights: Findings from Behavioral Research (MSI Relevant Knowledge Series) without we understand teach the one who studying it become critical in pondering and analyzing. Don't end up being worry Consumer Insights: Findings from Behavioral Research (MSI Relevant Knowledge Series) can bring when you are and not make your handbag space or bookshelves' grow to be full because you can have it within your lovely laptop even phone. This Consumer Insights: Findings from Behavioral Research (MSI Relevant Knowledge Series) having great arrangement in word as well as layout, so you will not feel uninterested in reading.

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As people who live in the modest era should be upgrade about what going on or facts even knowledge to make these individuals keep up with the era which is always change and advance. Some of you maybe can update themselves by examining books. It is a good choice to suit your needs but the problems coming to you actually is you don't know what kind you should start with. This Consumer Insights: Findings from Behavioral Research (MSI Relevant Knowledge Series) is our recommendation to cause you to keep up with the world. Why, because this book serves what you want and need in this era.

**Danny Padilla:**

Do you have something that you prefer such as book? The reserve lovers usually prefer to opt for book like comic, small story and the biggest an example may be novel. Now, why not striving Consumer Insights: Findings from Behavioral Research (MSI Relevant Knowledge Series) that give your fun preference will be satisfied by reading this book. Reading addiction all over the world can be said as the opportunity for people to know world far better then how they react when it comes to the world. It can't be explained constantly that reading behavior only for the geeky person but for all of you who wants to end up being success person. So , for all you who want to start studying as your good habit, it is possible to pick Consumer Insights: Findings from Behavioral Research (MSI Relevant Knowledge Series) become your own starter.

**Jeffrey Channell:**

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