UNDERSTANDING THE CONSUMER

Also by David A. Statt

PSYCHOLOGY: MAKING SENSE

THE CONCISE DICTIONARY OF PSYCHOLOGY

THE CONCISE DICTIONARY OF MANAGEMENT

PSYCHOLOGY AND THE WORLD OF WORK

UNDERSTANDING THE CONSUMER

A PSYCHOLOGICAL APPROACH

David A. Statt

David A. Statt 1997

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To Elliot and Stan
and all the Brookwood Boys
in celebration
of what we believed in

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I Preface

While this book is intended for use as a text on consumer behaviour, with all the appropriate content and coverage, it should also be accessible to the non-specialist reader interested in the topic.

It is written by a psychologist using a wide range of ideas and research findings from the psychological and social scientific literature and integrating these with marketing examples throughout. In trying to understand consumer behaviour I have therefore been conscious of the complementary experience of the individual consumer and the individual marketer.

In preparing this book I have engaged with the two disciplines of psychology and marketing very seriously but not, I trust, too solemnly, and that is no doubt reflected in the writing. What I hope is also reflected is how much I enjoyed writing it.

I would like to thank my editor, Jane Powell, for being both professional and pleasant to deal with during the writing of this book. My greatest debt of gratitude, as ever, is to my wife Judith, who performed her usual magic and transformed vast mountains of my illegible scrawl into an elegant typescript with the roughest edges smoothed off. Responsibility for the end product is mine alone.

DAVID A. STATT

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