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Isabelle Szmigin is Professor of Marketing at the University of Birmingham. She has taught Consumer Behaviour at undergraduate and postgraduate level at universities in Britain and Asia, and has published her work in leading journals such as European Journal of Marketing, Psychology and Marketing, Sociology and Consumption, Markets and Culture.

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Her book Understanding the Consumer examines the complexity and unpredictability of consumers in the marketplace of the twenty first century. 2015 saw the publication of her Consumer Behaviour textbook co-authored with Professor Maria Piacentini of Lancaster University. Isabelle has held ESRC and British Academy Grants and is currently Principle Investigator on a European Foundation for Alcohol Research examining Lifestyle, social media and alcohol consumption.

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Consumer Behaviour Isabelle Szmigin, Maria Piacentini - ISBN: 9780199646449. ISBN: 9780199646449 Author(s): Isabelle Szmigin, Maria Piacentini Language: English Publisher: Oxford University Press Edition: november 2014 Edition: Unknown On this page you find summaries, notes, study guides and many more for the textbook Consumer Behaviour, written by Isabelle Szmigin & Maria Piacentini.

Consumer Behaviour Notes - Stuvia

Regarding this, a thorough analysis revealed the existence of five dimensions of consumer guilt, namely, hesitation, sadness, reluctance to spend, regret and self-blame.