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In conclusion, consumer behaviour has been established to be a highly important aspect of management, in particularly, marketing management. The five approaches to the study of consumers covered compared and contrasted in this paper, are the economic man approach, the cognitive approach, the psychodynamic and behaviourist approaches and finally, the humanistic approach.

Five Approaches to the Study of Consumer Behaviour
Consumer Behavior (5th Edition) by Wayne D Hoyer and Deborah J Macinnis, South- Western, 2008 This is an excellent, if somewhat encyclopedic, text on consumer 4 behavior It covers many of the topics and concepts that will be covered in class Several

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Active field researchers and award-winning teachers Hoyer and Macinnis provide students with an accessible and topical introduction to consumer behavior. A broad conceptual model helps students see how all chapter topics tie together, and real-world examples reinforce each concept and theoretical principle under review.

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