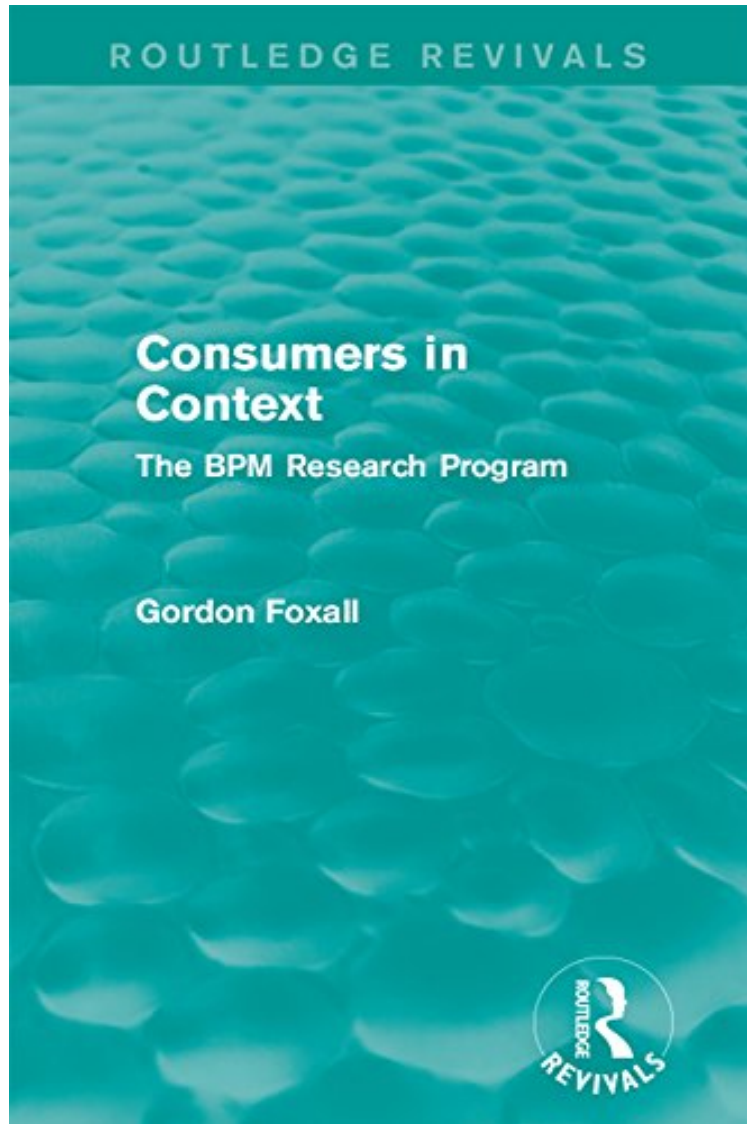


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Gordon Foxall

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Gordon Foxall : Consumers in Context: The BPM Research Program (Routledge Revivals) before purchasing it in order to gage whether or not it would be worth my time, and all praised Consumers in Context: The BPM Research Program (Routledge Revivals):

This book, first published in 1996, presents a collection of papers by Gordon Foxall charting the development of the

Behavioural Perspective Model (BPM) which he devised in the early 1980s and subsequently developed. The model offers a unique and original behaviour-based theory of consumer choice. In seeking to answer the question 'where does consumer choice take place?' by drawing upon behavioural psychology, Foxall presents an exciting challenge to previous theories whose emphasis has been on the internal working of the consumer's mind in reaching rational decisions and choices. Bringing alive the important subject of economic consumption, this seminal volume will be of great interest to students and researchers in consumer research.