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Books by Michael R. Solomon (Author of Consumer Behavior)

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Consumer behavior embraces the study of how having things affects our lives and how our possessions influence the way we feel about ourselves and each other. Solomon has developed the Wheel of Consumer Behavior to underscore the complex—and often inseparable—interrelationships between the individual consumer and his or her social realities.

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Some scholars in consumer behavior studies (Solomon, 2016) pointed out that the lower the user requirements for product, the higher the influence of the reference group. Aral (2013) studied the ...

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consumer behavior researchers work on many types of topics, from everyday household products and high-tech installations to professional services, museum exhibits, and public policy issues such as the effect of advertising on children. Many different perspectives shape the young field of consumer behavior.

Books - Michael Solomon - Consumer Behavior & Marketing Expert

Michael frequently publishes articles in academic journals and trade magazines on topics related to consumer behavior, social media, marketing strategy, customer insights, retailing and advertising. Enjoy a sample of his articles and videos below.

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Michael R. Solomon, Ph.D., is Professor of Marketing in the Haub School of Business at Saint Joseph's University in Philadelphia. Before joining the Saint Joseph's faculty in the fall of 2006, he was the Human Sciences Professor of Consumer Behavior at Auburn University.

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