

Brief Contents

Part 1	Consumer Behavior and Marketing Strategy	2
Chapter 1	Understanding Consumer Behavior and Consumer Research	5
Chapter 2	Consumer Focused Strategy: Segmentation and Positioning	38
Chapter 3	Branding Strategy and Consumer Behavior	69
Part 2	Consumer Information Processing	92
Chapter 4	Consumer Perception	96
Chapter 5	Learning and Memory	120
Chapter 6	Automatic Information Processing	144
Chapter 7	Motivation and Emotion	167
Chapter 8	Attitude and Judgment Formation and Change	192
Part 3	Consumer Decision Making	220
Chapter 9	The Consumer Decision Making Process	224
Chapter 10	Product Consideration, Evaluation, and Choice	267
Chapter 11	Behavioral Decision Theory	293
Part 4	Consumer Social Influences and Contemporary Strategies for Marketers	316
Chapter 12	Self-Concept and Personality	322
Chapter 13	Social Influence and Behavioral Compliance	357
Chapter 14	The Influence of Culture and Values	391
Chapter 15	The Influence of Demography	422

Chapter 16		Contemporary Strategies in Reaching Consumers	465
Chapter 17		Engaging Consumers through Online Marketing	490

Part 5

Managerial Decision Making (Online Chapters)*

Chapter 18		Biases in Managerial Decision Making	
Chapter 19		Strategies for Improving Managerial Decision Making	
Glossary 513			
Name Index 527			
Subject Index 529			
Product/Company Index 543			

*These two chapters are available on the book's companion website, accessible at www.cengagebrain.com.