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Consumer Behavior: Building Marketing Strategy (Eleventh Edition), (SIE)

By Amit Mookerjee, David Mothersbaugh, Del Hawkins

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This text is designed to provide usable managerial understanding of consumer behaviour. It is the most current, relevant, and balanced presentation of the subject matter in the context of building marketing strategy. It presents a comprehensive description of various concepts and theories useful for understanding consumer behaviour and illustrates with the help of examples, how these concepts are used in the development of such strategy. TABLE OF CONTENTS: Part One: Introduction 1. Consumer Behavior and Marketing Strategy Part Two: External Influences 2. Cross-Cultural Variations in Consumer Behavior 3. The Changing Society: Values 4. The Changing Society: Demographics and Social Stratification 5. The Changing Society: Subcultures 6. The Society: Families and Households 7. Group Influences on Consumer Behavior Part Three: Internal Influences 8. Perception 9. Learning, Memory, and Product Positioning 10. Motivation, Personality, and Emotion 11. Attitudes and Influencing Attitudes 12. Self-Concept and Lifestyle Part Four: Consumer Decision Process 13. Situational Influences 14. Consumer Decision Process and Problem Recognition 15. Information Search 16. Alternative Evaluation and Selection 17. Outlet Selection and Purchase 18. Post purchase Processes, Customer Satisfaction, and Customer Commitment Part Five: Organizations as Consumers 19....



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