

Brief Contents

Part 1 An Introduction to Consumer Behavior 3

1 Understanding Consumer Behavior 4

Appendix Developing Information About Consumer Behavior 28

Part 2 The Psychological Core 43

2 Motivation, Ability, and Opportunity 44

3 From Exposure to Comprehension 72

4 Memory and Knowledge 100

5 Attitudes Based on High Effort 127

6 Attitudes Based on Low Effort 154

Part 3 The Process of Making Decisions 179

7 Problem Recognition and Information Search 180

8 Judgment and Decision-Making Based on High Effort 206

9 Judgment and Decision-Making Based on Low Effort 234

10 Post-Decision Processes 258

Part 4 The Consumer's Culture 291

11 Social Influences on Consumer Behavior 292

12 Consumer Diversity 321

13 Household and Social Class Influences 346

14 Psychographics: Values, Personality, and Lifestyles 373

Part 5 Consumer Behavior Outcomes and Issues 403

15 Innovations: Adoption, Resistance, and Diffusion 404

16 Symbolic Consumer Behavior 429

17 Marketing, Ethics, and Social Responsibility in Today's Consumer Society 457