

Consumer Behavior

Building Marketing Strategy 10/e

Del I. Hawkins
University of Oregon

David L. Mothersbaugh
University of Alabama

Roger J. Best
University of Oregon



Boston Burr Ridge, IL Dubuque, IA Madison, WI New York San Francisco St. Louis
Bangkok Bogotá Caracas Kuala Lumpur Lisbon London Madrid Mexico City
Milan Montreal New Delhi Santiago Seoul Singapore Sydney Taipei Toronto

Brief Contents

Part One

Introduction 2

CHAPTER ONE

Consumer Behavior and Marketing Strategy 5

Part Two

External Influences 36

CHAPTER TWO

Cross-Cultural Variations in Consumer Behavior 39

CHAPTER THREE

The Changing American Society: Values 81

CHAPTER FOUR

The Changing American Society: Demographics and Social Stratification 115

CHAPTER FIVE

The Changing American Society: Subcultures 157

CHAPTER SIX

The American Society: Families and Households 195

CHAPTER SEVEN

Group Influences on Consumer Behavior 227

■ Part Two Cases

Cases 2-1 through 2-9 267

Part Three

Internal Influences 278

CHAPTER EIGHT

Perception 281

CHAPTER NINE

Learning, Memory, and Product Positioning 321

CHAPTER TEN

Motivation, Personality, and Emotion 363

CHAPTER ELEVEN

Attitudes and Influencing Attitudes 395

CHAPTER TWELVE

Self-Concept and Lifestyle 433

■ Part Three Cases

Cases 3-1 through 3-10 461

Part Four

Consumer Decision Process 480

CHAPTER THIRTEEN

Situational Influences 485

CHAPTER FOURTEEN

Consumer Decision Process and Problem Recognition 509

CHAPTER FIFTEEN

Information Search 531

CHAPTER SIXTEEN

Alternative Evaluation and Selection 585

CHAPTER SEVENTEEN

Outlet Selection and Purchase 597

CHAPTER EIGHTEEN

Postpurchase Processes, Customer Satisfaction, and Customer Commitment 637

■ Part Four Cases

Cases 4-1 through 4-8 671

Part Five
Organizations as Consumers 682

CHAPTER NINETEEN

Organizations of Buyer Behavior 686

■ **Part Five Cases**

Cases 5-1 and 5-2 711

Part Six
Consumer Behavior and Marketing
Regulation 714

CHAPTER TWENTY

Marketing Regulation and Consumer
Behavior 717

■ **Part Six Cases**

Cases 6-1 and 6-2 744

Appendix A Consumer Research Methods 747

Appendix B Consumer Behavior Audit 757

Indexes 763