



## Consumer Behavior & Marketing Strategy (Seventh Edition), (Special Indian Edition)

By J. Paul Peter, Jerry C. Olson

Tata McGraw-Hill Education Pvt. Ltd., 2005. Softcover. Condition: New. 5th or later edition. The seventh edition of Consumer Behavior and Marketing Strategy continues to reflect our firm belief that the Wheel of Consumer Analysis is a powerful tool not only for organizing consumer behavior knowledge but also for understanding consumers and for guiding the development of successful marketing strategies. In fact, it has been used by marketing consultants and practitioners to do so. The four major parts of the Wheel of Consumer Analysis are consumer affect and cognition, consumer behavior, consumer environment, and marketing strategy. Each of these components is the topic of one of the four major sections of this book Table of contents PART 1: A PERSPECTIVE ON CONSUMER BEHAVIOR . Chapter 1. Introduction to Consumer Behavior and Marketing. Chapter 2. A Framework for Consumer Analysis. PART 2: AFFECT AND COGNITION AND MARKETING STRATEGY. Chapter 3. Introduction to Affect and Cognition. Chapter 4. Consumers? Product Knowledge and Involvement. Chapter 5. Attention and Comprehension. Chapter 6. Attitudes and Intentions. Chapter 7. Consumer Decision Making. PART 3: BEHAVIOR AND MARKETING STRATEGY. Chapter 8. Introduction to Behavior. Chapter 9. Conditioning and Learning Processes. Chapter 10. Influencing Consumer Behaviors. PART 4: THE...



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