### Contents

## 1. Sensory and Perceptual Processes

1

Attention, sensory thresholds, Weber's law, subliminal advertising, sensory discrimination in product design, Gestalt psychology, corporate image, illusions.

## 2. Learning, Memory, and Cognition

37

Forms of learning, building associations, sign-expectancies, problem solving in buying behavior, learning esthetic tastes, reinforcement and reward in learning, massed vs. distributed exposure to advertising, serial position, stimulus generalization among products, individual differences, memory, advertising effectiveness, cognitive dissonance.

#### 3. Motivation and Emotion

79

Dimensions of motivation, psychoanalytic theory, risktaking in product or brand selection, types of consumers, readiness to buy, level of aspiration, motivation research, emotion, galvanic skin response, eye pupil measurement, personality.

### 4. Social Factors and Perception

129

Social factors and sensory discrimination, selective perception, brand switching, "newness" as an advertising claim.

5

. Consumer Attitudes		146
	30	

Formation of attitudes, attitude measurement, attitudes and buying behavior, forecasting expenditures for consumer durable goods, attitude salience and choice among brands or patterns, changing attitudes.

### 6. Social Groups

169

Types of small groups, reference group influence, group structure and operation, open vs. closed groups, mobile consumers, influence of group discussion in product selection.

#### 7. Social and Cultural Factors

195

The structure of society, social roles, role incongruities and conflict, status, social class, social mobility, culture, ethnic sub-cultures, foreign cultures.

### 8. The Family

238

Family structure, role differentiation, family life cycle, youth culture, older people, rites of passage.

# 9. Communications in Marketing

263

Factors in effective communications: audience, message, communicator, medium; advertising believability; two-step flow of information and influence; communications and new product adoption.

#### REFERENCES

315

INDEX

331