



Applying Social Cognition to Consumer-Focused Strategy (Advertising and Consumer Psychology Series)

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Applying Social Cognition to Consumer-Focused Strategy, a book in the Advertising and Consumer Psychology series sponsored by the Society for Consumer Psychology, focuses on the most important recent developments at the interface of social cognition and marketing, and develops integrative theoretical frameworks with rich practical implications. More specifically, the chapters offer a novel and thought-provoking perspective on consumer-focused strategy--or the effects of marketing stimuli and activities on an integrated system of consumer processes and responses.

Divided into four parts, this book:

- *offers new perspectives on consumer information processing, selective or one sided information processing, and attribution theory;
- *discusses how asking questions in focus groups, surveys, and experiments leads consumers to create opinions that would not have occurred to them otherwise;
- *advances a new approach for modeling uncertainty and a new framework for thinking about uncertainty;
- *summarizes recent developments concerning the Implicit Association Test and their implications for branding strategy;
- *develops a new approach for analyzing the effects of intention on behavior and unplanned purchase behaviors;
- *discusses the devaluation effect and shows both how implementation intentions can be used to increase new product consumption and also how promotion versus prevention regulatory focus influences consumer preferences; and
- *focuses on consumer information processing and persuasion.

The text is intended for advanced graduate students, academics, and practitioners who embrace cutting-edge paradigms and methodologies in social-cognitive consumer research.

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