Consumer Behavior is the most current, relevant, and balanced presentation of consumer behavior in the context of building marketing strategy.

www.mhhe.com/hawkins11e
Marketing attempts to influence the way consumers behave. These attempts have implications for the organizations making them, the consumers they are trying to influence, and the society in which these attempts occur. We are all consumers and we are all members of society, so consumer behavior and attempts to influence it are critical to all of us. This text is designed to provide an understanding of consumer behavior. This understanding can make us better consumers, better marketers, and better citizens.

MARKETING CAREERS AND CONSUMER BEHAVIOR

A primary purpose of this text is to provide the student with a usable, managerial understanding of consumer behavior. Most students in consumer behavior courses aspire to careers in marketing management, sales, or advertising. They hope to acquire knowledge and skills that will be useful to them in these careers. Unfortunately, some may be seeking the type of knowledge gained in introductory accounting classes; that is, a set of relatively invariant rules that can be applied across a variety of situations to achieve a fixed solution that is known to be correct. For these students, the uncertainty and lack of closure involved in dealing with living, breathing, changing, stubborn consumers can be very frustrating. However, if they can accept dealing with endless uncertainty, utilizing an understanding of consumer behavior in developing marketing strategy will become tremendously exciting.

It is our view that the use of knowledge of consumer behavior in the development of marketing strategy is an art. This is not to suggest that scientific principles and procedures are not applicable; rather, it means that the successful application of these principles to particular situations requires human judgment that we are not able to reduce to a fixed set of rules.

Let us consider the analogy with art in some detail. Suppose you want to become an expert artist. You would study known principles of the visual effects of blending various colors, of perspective, and so forth. Then you would practice applying these principles until you developed the ability to produce acceptable paintings. If you had certain natural talents, the right teacher, and the right topic, you might even produce a masterpiece. The same approach should be taken by one wishing to become a marketing manager, a salesperson, or an advertising director. The various factors or principles that influence consumer behavior should be thoroughly studied. Then, one should practice applying these principles until acceptable marketing strategies result. However, while knowledge and practice can in general produce acceptable strategies, great marketing strategies, like masterpieces, require special talents, effort, timing, and some degree of luck (what if Mona Lisa had not wanted her portrait painted?).

The art analogy is useful for another reason. All of us, professors and students alike, tend to ask, “How can I use the concept of, say, social class to develop a successful marketing strategy?” This makes as much sense as an artist asking, “How can I use blue to create a great picture?” Obviously, blue alone will seldom be sufficient for a great work of art. Instead, to be successful, the artist must understand when and how to use blue in conjunction with other elements in the picture. Likewise, the marketing manager must understand when and how to use a knowledge of social class in conjunction with a knowledge of other factors in designing a successful marketing strategy.

This book is based on the belief that knowledge of the factors that influence consumer behavior can, with practice, be used to develop sound marketing strategy. With this in mind, we have attempted to do three things. First, we present a reasonably comprehensive description of the various behavioral concepts and theories that have been found useful for understanding consumer behavior. This is generally done at the beginning of each chapter or at the beginning of major subsections in each chapter. We believe that a person must have a thorough understanding of a concept in order to successfully apply that concept across different situations.

Second, we present examples of how these concepts have been used in the development of marketing strategy. We have tried to make clear that these examples are not “how you use this concept.” Rather, they are presented as “how one organization facing a particular marketing situation used this concept.”

Third, at the end of each chapter and each major section, we present a number of questions, activities, or cases that require the student to apply the concepts.
CONSUMING AND CONSUMER BEHAVIOR

The authors of this book are consumers, as is everyone reading this text. Most of us spend more time buying and consuming than we do working or sleeping. We consume products such as cars and fuel, services such as haircuts and home repairs, and entertainment such as television and concerts. Given the time and energy we devote to consuming, we should strive to be good at it. A knowledge of consumer behavior can be used to enhance our ability to consume wisely.

Marketers spend billions of dollars attempting to influence what, when, and how you and I consume. Marketers not only spend billions attempting to influence our behavior but also spend hundreds of millions of dollars studying our behavior. With a knowledge of consumer behavior and an understanding of how marketers use this knowledge, we can study marketers. A television commercial can be an annoying interruption of a favorite program. However, it can also be a fascinating opportunity to speculate on the commercial’s objective, target audience, and underlying behavior assumptions. Indeed, given the ubiquitous nature of commercials, an understanding of how they are attempting to influence us or others is essential to understand our environment.

Throughout the text, we present examples that illustrate the objectives of specific marketing activities. By studying these examples and the principles on which they are based, we can develop the ability to discern the underlying logic of the marketing activities encountered daily.

SOCIAL RESPONSIBILITY AND CONSUMER BEHAVIOR

What are the costs and benefits of direct-to-consumer (DTC) advertising of pharmaceutical products? How much more needs to be done to protect the online privacy of children? These issues are currently being debated by industry leaders and consumer advocacy groups. As educated citizens, we have a responsibility to take part in these sorts of debates and work toward positive solutions. However, developing sound positions on these issues requires an understanding of such factors as information processing as it relates to advertising—an important part of our understanding of consumer behavior.

The debates described above are just a few of the many that require an understanding of consumer behavior. We present a number of these topics throughout the text. The objective is to develop the ability to apply consumer behavior knowledge to social and regulatory issues as well as to business and personal issues.

FEATURES OF THE ELEVENTH EDITION

Marketing and consumer behavior, like the rest of the world, are changing at a rapid pace. Both the way consumers behave and the practices of studying that behavior continue to evolve. To keep up with this dynamic environment, the eleventh edition includes a number of important features.

Internet and Technology

The Internet and technology are rapidly changing many aspects of consumer behavior. We have integrated the latest research, practices, and examples concerning the Internet and technology throughout the text and the cases. Examples include:

- Online social media and Web 2.0
- Sears Goes Zwicky for Tweens and Teens
- Mobile marketing strategies
- Techniques for converting Web site visitors to buyers

Global Marketing

Previous editions have included a wealth of global material, and this edition is no exception. Most chapters contain multiple global examples woven into the text. In addition, Chapter 2 and several of the cases are devoted to global issues. New global examples include:

- Wal-Mart adapts its strategy to developing countries
- Emerging segments of global citizens
- Seki Saba—repositioning Japanese Mackerel
- The changing nature of globalization

Ethnic Subcultures

This edition continues our emphasis on the exciting issues surrounding marketing to ethnic subcultures. Ethnic diversity is increasing, and we draw on the latest research and emerging trends to shed light on this important topic. Examples include:

- P&G’s My Black Is Beautiful Campaign
- Camry Goes Interactive to Attract Black Women
- Hispanic Teens—The New Bicultural Youth
Strategic Application

This edition continues our emphasis on the application of consumer behavior concepts and theory to exciting marketing problems and important emerging trends. We do this through our opening examples, featured Consumer Insights, and cases. Examples include:

- Jack Link’s Beef Jerky Going Hip and Healthy
- Positioning the Yaris
- Living in a DVR world
- Organic Hits Its Stride

CHAPTER FEATURES

Each chapter contains a variety of features designed to enhance students’ understanding of the material as well as to make the material more fun.

Opening Vignettes

Each chapter begins with a practical example that introduces the material in the chapter. These involve situations in which businesses, government units, or nonprofit organizations have used or misused consumer behavior principles.

Consumer Insights

These boxed discussions provide an in-depth look at a particularly interesting consumer study or marketing practice. Each has several questions with it that are designed to encourage critical thinking by the students.

Integrated Coverage of Ethical and Social Issues

Marketers face numerous ethical issues as they apply their understanding of consumer behavior in the marketplace. We describe and discuss many of these issues. These discussions are highlighted in the text via an “ethics” icon in the margin. In addition, Chapter 20 is devoted to social and regulation issues relating to marketing practice. Several of the cases are also focused on ethical or regulatory issues, including all of the cases following Part Six.

Internet Exercises

The Internet is a major source of data on consumer behavior and a medium in which marketers use their knowledge of consumer behavior to influence consumers. A section at the end of each chapter has Internet assignments to enhance students’ understanding of how marketers are approaching consumers using this medium.

DDB Life Style Study™ Data Analyses

Each relevant chapter poses a series of questions that require students to analyze data from the annual DDB Life Style Study™ survey. These data are available in spreadsheet format on the disk that accompanies this text. These exercises increase students’ data analysis skills as well as their understanding of consumer behavior. The DDB data were completely updated for the tenth edition to include results of the 2004 survey. A major advantage of this new data is that it includes information on behaviors related to Internet use and shopping.

Four-Color Illustrations

Print ads, Web pages, storyboards, and photos of point-of-purchase displays and packages appear throughout the text. Each is directly linked to the text material both by text references to each illustration and by the descriptive comments that accompany each illustration.

These illustrations, which we’ve continued to update with the eleventh edition, provide vivid examples and applications of the concepts and theories presented in the text.

Review Questions

The review questions at the end of each chapter allow students or the instructor to test the acquisition of the facts contained in the chapter. The questions require memorization, which we believe is an important, though insufficient, part of learning.

Discussion Questions

These questions can be used to help develop or test the students’ understanding of the material in the chapter. Answering these questions requires the student to utilize the material in the chapter to reach a recommendation or solution. However, they can generally be answered without external activities such as customer interviews; therefore, they can be assigned as in-class activities.
Application Activities
The final learning aid at the end of each chapter is a set of application exercises. These require the students to use the material in the chapter in conjunction with external activities such as visiting stores to observe point-of-purchase displays, interviewing customers or managers, or evaluating television ads. They range in complexity from short evening assignments to term projects.

Consumer Behavior Audit
Appendix B provides a format for doing a consumer behavior audit for a proposed marketing strategy. This audit is basically a list of key consumer behavior questions that should be answered for every proposed marketing strategy. Many students have found it particularly useful if a term project relating consumer behavior to a firm’s actual or proposed strategy is required.

OTHER LEARNING AIDS IN THE TEXT
Three useful sets of learning material are presented outside the chapter format—cases, an overview of consumer research methods, and a format for a consumer behavior audit.

Cases
There are cases at the end of each major section of the text except the first. Many of the cases can be read in class and used to generate discussion of a particular topic. Students like this approach, and many instructors find it a useful way to motivate class discussion.

Other cases are more complex and data intense. They require several hours of effort to analyze. Still others can serve as the basis for a term project. We have used several cases in this manner with success (the assignment is to develop a marketing plan clearly identifying the consumer behavior constructs that underlie the plan).

Each case can be approached from a variety of angles. A number of discussion questions are provided with each case. However, many other questions can be used. In fact, while the cases are placed at the end of the major sections, most lend themselves to discussion at other points in the text as well.

Consumer Research Methods Overview
Appendix A provides a brief overview of the more commonly used research methods in consumer behavior. While not a substitute for a course or text in marketing research, it is a useful review for students who have completed a research course. It can also serve to provide students who have not had such a course with relevant terminology and a very basic understanding of the process and major techniques involved in consumer research.

SUPPLEMENTAL LEARNING MATERIALS
We have developed a variety of learning materials to enhance the student’s learning experience and to facilitate the instructor’s teaching activities. Please contact your local Irwin/McGraw-Hill sales representative for assistance in obtaining ancillaries. Or visit the McGraw-Hill Higher Education Web site at www.mhhe.com.

Instructor’s Presentation CD ROM
The Instructor’s CD ROM to Accompany Consumer Behavior includes all of the instructor’s resources available for Consumer Behavior in electronic form and an easy interface that makes it even easier to access the specific items the instructor wants to use:

- Instructor’s Manual (New Supplemental Examples for Eleventh Edition)
  The Instructor’s Manual contains suggestions for teaching the course, learning objectives for each chapter, lecture tips and aids, answers to the end-of-chapter questions, suggested case teaching approaches, and discussion guides for each case. It also includes supplemental examples called CB Press Highlights. These examples are not found in the text and can help enhance classroom presentation and discussion.

- Test Bank and Computerized Test Bank
  A new and improved test bank was created for the tenth edition. The eleventh edition maintains our high standards of accuracy and completeness, with over 2,000 questions ranging from multiple-choice, to true-false, to short-answer. These questions are coded according to degree of difficulty and are designed with the flexibility to suit your students’ needs and your teaching style. These questions cover all the chapters, including material in the opening
vignettes and in the Consumer Insights. Questions are marked with a page number so that instructors can make quick reference back to the book.

- **Digital Four-Color Ad Set**
  A set of digital four-color images of ads, picture boards, point-of-purchase displays, and so forth is included. These items are keyed to specific chapters in the text. The Instructor’s Manual relates these items to the relevant concepts in the text.

- **PowerPoint Program (New Video Clips for the Eleventh Edition!)**
  The PowerPoint slides have again been substantially enhanced for each chapter. They include the key material from each chapter as well as additional illustrations and examples to enhance the overall classroom experience. A new feature of the PowerPoints for the eleventh edition is that each chapter is accompanied by a one- to three-minute video clip that elaborates on one of the chapter concepts. The PowerPoints can be used “off the shelf,” in combination with the instructor’s own materials, and/or can be combined with the digital four-color ad set to create powerful presentations that include both text and non-text materials.

**Video Cases (Now on DVD!)**

A set of 15 video cases is available to adopters. One third of the videos are new to the eleventh edition and since the tenth edition, all the videos have been replaced. These videos describe firm strategies or activities that relate to material in the text. A guide for teaching from the videos is contained in the Instructor’s manual. Examples of videos in the set include:

- Geek Squad: Services and Satisfaction
- Oreo: Crafting a Truly Global Brand
- Targeting the Premium Dog Market
- MINI Cooper: Creating an Iconic Lifestyle Brand

**Text Web site**

The book-specific Online Learning Center, located at www.mhhe.com/hawkins11e, offers comprehensive classroom support by providing resources for both instructors and students. For instructors, it gives access to downloadable teaching supplements (Instructor’s Manual and PowerPoint slides), resource links, and PageOut. For students, it offers resource links and quizzes for self-testing.

**ACKNOWLEDGMENTS**

We enjoy studying, teaching, consulting, and writing about consumer behavior. Most of the faculty we know feel the same. As with every edition of this book, our goal for the eleventh edition has been to make a book that students enjoy reading and that excites them about a fascinating topic.

Numerous individuals and organizations helped us in the task of writing this edition. We are grateful for their assistance. At the risk of not thanking all who deserve credit, we would like to thank Martin Horn at DDB, Tom Spencer at Claritas, Jessica Damico at Forrester Research, Dr. Sijun Wang at California State University at Pomona, Dr. Junwu Dong at Guangdong University, Rick Bruner at DoubleClick, Matt Bailey at Site Logic, and Carrie Hollenberg at SRI Consulting Business Intelligence. Maren Kirlin and Casey Findley (The University of Alabama) deserve special thanks for their countless hours of research and analysis.

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Del I. Hawkins
David L. Mothersbaugh
KNOWING CONSUMER BEHAVIOR

Marketing attempts to influence the way consumers behave. These attempts have implications for the organizations making the attempt, the consumers they are trying to influence, and the society in which these attempts occur. We are all consumers: the authors of this book are consumers, as is everyone reading this text, and we are all members of society, so consumer behavior, and attempts to influence it, are critical to all of us. This text is designed to provide an understanding of consumer behavior. This understanding can make us better consumers, better marketers, and better citizens.

Throughout the text, we present examples that illustrate the objectives of specific marketing activities. By studying these examples and the principles on which they are based, one can develop the ability to discern the underlying logic of the marketing activities encountered daily. Given the time and energy we devote to consuming, we should strive to be good at it, and a knowledge of consumer behavior can be used to enhance our ability to consume wisely.

Opening Vignette

The chapter openers feature vignettes that focus on practical examples that introduce the consumer behavior concepts covered in the chapter.

Four-Color Illustrations

Print ads, Web pages, storyboards, and photos of point-of-purchase displays and packages appear throughout the text.
Part-Ending Cases

There are cases at the end of each major section of the text that can be approached from a variety of angles. They can be utilized for class discussion, more intense efforts of analysis, or as the basis for a term project.

Ethical/Social Issues

The discussions regarding the numerous ethical issues facing marketers are highlighted in the margin throughout the text.

DDB Life Style Study™ Data Analyses

Each relevant chapter poses a series of questions geared toward helping students increase their data analysis skills as well as their understanding of consumer behavior.

End-of-Chapter Materials

At the end of each chapter are a series of learning tools including Internet Exercises, Review Questions, Discussion Questions, and Application Activities.
DDB Life Style Study™
Data Analyses

DDB Worldwide is one of the leading advertising agencies in the world. One of the many services it provides for its clients, as well as to support its own creative and strategy efforts, is a major annual lifestyle survey. This survey is conducted using a panel maintained by Synovate. In a panel such as this, consumers are recruited such that the panel has demographic characteristics similar to the U.S. population. Members of the panel agree to complete questions on a periodic basis.

THE DATA

The 2004 DDB Life Style Study™ involved more than 3,300 completed questionnaires. These lengthy questionnaires included hundreds of attitude, activity, interest, opinion, and behavior items relating to consumers, their consumption, and their lifestyles. The questionnaires also contained numerous questions collecting demographic and media preference data.

DDB has allowed us to provide a portion of these data in spreadsheet format in the disk that accompanies this text. The data are presented in the form of crosstabulations at an aggregate level with the cell values being percents. For example,

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Number in Sample</th>
<th>Own a DVD Player</th>
<th>Purchased clothes online</th>
<th>Visited a fast-food restaurant</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3-5</td>
<td>6+</td>
</tr>
<tr>
<td>523</td>
<td>1294</td>
<td>1351</td>
<td>133</td>
<td></td>
</tr>
</tbody>
</table>

The example indicates that 49.0 percent of the 523 respondents from one-person households own a DVD player, compared with 68.2 percent of the 1,294 from two-person households, 84.3 percent of those from households with three, four, or five members, and 88.5 percent of those from households with six or more members.

It is possible to combine columns within variables. That is, we can determine the percent of one- and two-person households combined that purchased clothes online. Because the number of respondents on which the percentages are based differs across columns, we can’t simply average the cell percentage figures. Instead, we need to convert the cell percentages to numbers by multiplying each cell percentage times the number in the sample for that column. Add the numbers for the cells to be combined together and divide the result by the sum of the number in the sample for the combined cells’ columns. The result is the percentage of the combined column categories that engaged in the behavior of interest.

The data available on the disk are described below.

COLUMN VARIABLES FOR THE DATA TABLES

Tables

1A & 1B Household size, marital status, number of children at home, age of youngest child at home, age of oldest child at home.
2A & 2B For married female respondents, their spouse’s level of employment. For married male respondents, their spouse’s level of employment.
3A & 3B Household income, education level of respondent, perceived tech savvy.
4A & 4B Occupation of respondent.
5A & 5B Ethnic subculture, age, cognitive age (feel a lot younger than my age).
6A & 6B Gender, geographic region.
7A & 7B  Ideal self-concept traits (adventurous, affectionate, ambitious, assertive, careful, competitive, easy-going, independent, masculine, sensitive, tolerant, traditional, youthful).

ROW VARIABLES FOR TABLES 1A THROUGH 7A

Heavier User Behaviors and Product Ownership

General Behaviors
- Read books/articles about health
- Visited gourmet coffee bar or café
- Visited fast-food restaurant
- Went on weight reducing diet
- Went dancing at a club
- Played bingo
- Worked in the garden
- Jogged
- Went camping
- Rented a DVD
- Traveled to another country
- Attended church/place of worship

Consumption Behaviors
- Dessert
- Diet sodas
- Sports drinks
- Cordials, liqueurs or other after-dinner drinks
- Chocolate bars
- Premium ice cream

Shopping Activities
- Purchased from mail order catalog
- Shopped at a convenience store
- Purchased items for home at discount retailer
- Bought a store’s own brand
- Used a price coupon

Product Ownership
- DVD
- PVR

MP3 player
- Personal computer
- Cellular phone
- Individual retirement account
- Car
- Home
- ATV or off-road motorcycle
- Dog
- Cat

Types of TV Shows Watched Regularly
- Children’s shows
- Comedy
- Drama
- Home improvement
- News/political
- Religious programming
- Sports
- Weather

ROW VARIABLES FOR TABLES 1B THROUGH 7B

Attitude/Activity/Interest/Behavior Relating to...

Culture
- Enjoy shopping for items influenced by other cultures
- Interested in the cultures of other countries

Values
- I work hard most of the time
- Religion is a big part of my life
- Men concerned with latest styles and fashions aren’t masculine
- Make a special effort to buy from environmentally friendly businesses
- Work at trying to maintain a youthful appearance
- A commercial that features people of my race speaks more directly to me
- There is not enough ethnic diversity in commercials today
- I make a strong effort to recycle
Gender and Family
Individuality is an important value to pass down to kids
A woman’s place is in the home
When making family decisions, consideration of the kids comes first

Brands, Innovators, and Opinion Leadership
Friends and neighbors come to me for advice about brands and products
I am usually among the first to try a new product
I try to stick to well-known brand names

Motivation, Personality, and Extended Self
View shopping as a form of entertainment
Want to look a little different from others
Have more self-confidence than friends
Brands I buy are a reflection of who I am
The car I drive is a reflection of who I am
Clothes I wear reflect who I am as a person

Information Search and Decision Making
Consult consumer reports before making a major purchase
Nutritional information on label influences what I buy
Information in advertising helps me to make better decisions
The Internet is the best place to get information about products and services

Consider myself tech savvy
In making big decisions, I go with my heart rather than my head
Making purchases with a credit card over the Internet is too risky
Worry about others getting private information about me

Shopping and Loyalty
Am an impulse buyer
Stick with favorite brand even if something else is on sale
Pay more for better service
Our family is in too much debt

Marketing Regulation
Avoid buying products advertised on shows with sex or violence
TV commercials place too much emphasis on sex
Most big companies are just out for themselves
Advertising directed at children should be taken off TV

Internet Use and Purchase
Used the Internet in the past 12 months
Purchased auto insurance online
Purchased clothes online
Purchased concert/play/sports tickets online
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   155

CHAPTER SIX
The American Society: Families and Households   193

CHAPTER SEVEN
Group Influences on Consumer Behavior   225

■ Part Two Cases
Cases 2–1 through 2–9   264

Part Three
Internal Influences   274

CHAPTER EIGHT
Perception   277

CHAPTER NINE
Learning, Memory, and Product Positioning   317

CHAPTER TEN
Motivation, Personality, and Emotion   359

CHAPTER ELEVEN
Attitudes and Influencing Attitudes   391

CHAPTER TWELVE
Self-Concept and Lifestyle   427
■ Part Three Cases
Cases 3–1 through 3–9   454

Part Four
Consumer Decision Process   466

CHAPTER THIRTEEN
Situational Influences   469

CHAPTER FOURTEEN
Consumer Decision Process and Problem Recognition   495

CHAPTER FIFTEEN
Information Search   517

CHAPTER SIXTEEN
Alternative Evaluation and Selection   549

CHAPTER SEVENTEEN
Outlet Selection and Purchase   581

CHAPTER EIGHTEEN
Postpurchase Processes, Customer Satisfaction, and Customer Commitment   621

■ Part Four Cases
Cases 4–1 through 4–7   656

Part Five
Organizations as Consumers   664

CHAPTER NINETEEN
Organizational Buyer Behavior   667
■ Part Five Cases
Cases 5–1 and 5–2   693
Preface iii

Part One
Introduction 2

CHAPTER ONE
Consumer Behavior and Marketing Strategy 5
Applications of Consumer Behavior 9
Marketing Strategy 9
Regulatory Policy 9
Social Marketing 9
Informed Individuals 10
Marketing Strategy and Consumer Behavior 11
Market Analysis Components 14
The Consumers 14
The Company 15
The Competitors 15
The Conditions 16
Market Segmentation 16
Product-Related Need Sets 16
Customers with Similar Need Sets 18
Description of Each Group 18
Attractive Segment(s) to Serve 18
Marketing Strategy 19
The Product 19
Communications 20
Price 21
Distribution 22
Service 22
Consumer Decisions 23
Outcomes 23
Firm Outcomes 23
Individual Outcomes 23
Society Outcomes 25
The Nature of Consumer Behavior 26
External Influences (Part Two) 27
Internal Influences (Part Three) 28
Self-Concept and Lifestyle 28
Consumer Decision Process (Part Four) 29
Organizations (Part Five) and Regulation (Part Six) 29
The Meaning of Consumption 30
Summary 31

Part Two
External Influences 36

CHAPTER TWO
Cross-Cultural Variations in Consumer Behavior 39
The Concept of Culture 42
Variations in Cultural Values 44
Other-Oriented Values 46
Environment-Oriented Values 51
Self-Oriented Values 53
Cultural Variations in Nonverbal Communications 56
Time 57
Space 59
Symbols 59
Relationships 60
Agreements 61
Things 62
Etiquette 62
Conclusions on Nonverbal Communications 63
Global Cultures 63
A Global Youth Culture? 64
Global Demographics 66
Cross-Cultural Marketing Strategy 68
Considerations in Approaching a Foreign Market 69
Summary 71

CHAPTER THREE
The Changing American Society: Values 81
Changes in American Cultural Values 82
Self-Oriented Values 84
Environment-Oriented Values 88
Other-Oriented Values 91
Marketing Strategy and Values 93
Green Marketing 94
Cause-Related Marketing 94
Marketing to Gay and Lesbian Consumers 98
Gender-Based Marketing 101
Summary 107
CHAPTER FOUR
The Changing American Society: Demographics and Social Stratification 115

Demographics 116
Population Size and Distribution 117
Occupation 117
Education 117
Income 119
Age 122
Understanding American Generations 124
Pre-Depression Generation 125
Depression Generation 125
Baby Boom Generation 127
Generation X 129
Generation Y 132
Tweens 135
Social Stratification 135
Social Structure in the United States 136
Upper Americans 137
Middle Americans 140
Lower Americans 141
The Measurement of Social Class 143
Social Stratification and Marketing Strategy 145
Summary 146

CHAPTER FIVE
The Changing American Society: Subcultures 155

The Nature of Subcultures 156
Ethnic Subcultures 158
African Americans 160
Consumer Groups 161
Media Usage 162
Marketing to African Americans 163
Hispanics 165
Acculturation, Language, and Generational Influences 165
Marketing to Hispanics 169
Asian Americans 172
Consumer Segments and Trends 174
Marketing to Asian Americans 175
Native Americans 176
Asian-Indian Americans 177
Arab Americans 178

Religious Subcultures 179
Christian Subcultures 179
Non-Christian Subcultures 182
Regional Subcultures 183
Summary 184

CHAPTER SIX
The American Society: Families and Households 193

The Nature of American Households 195
Types of Households 195
The Household Life Cycle 197
Marketing Strategy Based on the Household Life Cycle 206
Family Decision Making 207
The Nature of Family Purchase Roles 208
Determinants of Family Purchase Roles 210
Conflict Resolution 211
Conclusions on Family Decision Making 213
Marketing Strategy and Family Decision Making 213
Consumer Socialization 214
The Ability of Children to Learn 214
The Content of Consumer Socialization 214
The Process of Consumer Socialization 215
The Supermarket as a Classroom 216
Marketing to Children 217
Summary 218

CHAPTER SEVEN
Group Influences on Consumer Behavior 225

Types of Groups 226
Consumption Subcultures 228
Brand Communities 230
Online Communities and Social Networks 231
Reference Group Influences on the Consumption Process 233
The Nature of Reference Group Influence 234
Degree of Reference Group Influence 236
Marketing Strategies Based on Reference Group Influences 237
Personal Sales Strategies 237
Advertising Strategies 238
Communications within Groups and Opinion Leadership 238
Situations in Which WOM and Opinion Leadership Occur 241
# Contents

<table>
<thead>
<tr>
<th>Part One</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Characteristics of Opinion Leaders</td>
<td>242</td>
</tr>
<tr>
<td>Marketing Strategy, WOM, and Opinion Leadership</td>
<td>244</td>
</tr>
<tr>
<td>Diffusion of Innovations</td>
<td>248</td>
</tr>
<tr>
<td>Categories of Innovations</td>
<td>248</td>
</tr>
<tr>
<td>Diffusion Process</td>
<td>251</td>
</tr>
<tr>
<td>Marketing Strategies and the Diffusion Process</td>
<td>255</td>
</tr>
<tr>
<td>Summary</td>
<td>256</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PART TWO CASES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Case 2–1 Starbucks Keeps It Brewing in Asia</td>
<td>264</td>
</tr>
<tr>
<td>Case 2–2 The Crest Whitestrip Challenge</td>
<td>265</td>
</tr>
<tr>
<td>Case 2–3 Camry Goes Interactive to Attract Black Women</td>
<td>267</td>
</tr>
<tr>
<td>Case 2–4 Renault’s Logan Taps Emerging Global Markets</td>
<td>268</td>
</tr>
<tr>
<td>Case 2–5 Office Depot Leads in Green</td>
<td>269</td>
</tr>
<tr>
<td>Case 2–6 Rede Golf Disposable Golf Cleats</td>
<td>270</td>
</tr>
<tr>
<td>Case 2–7 The Mosquito Magnet</td>
<td>271</td>
</tr>
<tr>
<td>Case 2–8 Tapping the Ethnic Housing Market</td>
<td>271</td>
</tr>
<tr>
<td>Case 2–9 Fighting Obesity in Kids</td>
<td>273</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Part Three</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal Influences</td>
<td>274</td>
</tr>
</tbody>
</table>

# CHAPTER EIGHT

## Perception | 277 |

<table>
<thead>
<tr>
<th>The Nature of Perception</th>
<th>278</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exposure</td>
<td>279</td>
</tr>
<tr>
<td>Selective Exposure</td>
<td>279</td>
</tr>
<tr>
<td>Voluntary Exposure</td>
<td>282</td>
</tr>
<tr>
<td>Attention</td>
<td>283</td>
</tr>
<tr>
<td>Stimulus Factors</td>
<td>284</td>
</tr>
<tr>
<td>Individual Factors</td>
<td>290</td>
</tr>
<tr>
<td>Situational Factors</td>
<td>291</td>
</tr>
<tr>
<td>Nonfocused Attention</td>
<td>291</td>
</tr>
<tr>
<td>Interpretation</td>
<td>293</td>
</tr>
<tr>
<td>Individual Characteristics</td>
<td>294</td>
</tr>
<tr>
<td>Situational Characteristics</td>
<td>296</td>
</tr>
<tr>
<td>Stimulus Characteristics</td>
<td>296</td>
</tr>
<tr>
<td>Consumer Inferences</td>
<td>300</td>
</tr>
<tr>
<td>Perception and Marketing Strategy</td>
<td>302</td>
</tr>
<tr>
<td>Retail Strategy</td>
<td>303</td>
</tr>
<tr>
<td>Brand Name and Logo Development</td>
<td>303</td>
</tr>
<tr>
<td>Media Strategy</td>
<td>305</td>
</tr>
</tbody>
</table>

# CHAPTER NINE

## Learning, Memory, and Product Positioning | 317 |

<table>
<thead>
<tr>
<th>Nature of Learning and Memory</th>
<th>318</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memory’s Role in Learning</td>
<td>319</td>
</tr>
<tr>
<td>Short-Term Memory</td>
<td>319</td>
</tr>
<tr>
<td>Long-Term Memory</td>
<td>321</td>
</tr>
<tr>
<td>Learning Under High and Low Involvement</td>
<td>325</td>
</tr>
<tr>
<td>Conditioning</td>
<td>326</td>
</tr>
<tr>
<td>Cognitive Learning</td>
<td>331</td>
</tr>
<tr>
<td>Learning to Generalize and Differentiate</td>
<td>332</td>
</tr>
<tr>
<td>Summary of Learning Theories</td>
<td>333</td>
</tr>
<tr>
<td>Learning, Memory, and Retrieval</td>
<td>334</td>
</tr>
<tr>
<td>Strength of Learning</td>
<td>335</td>
</tr>
<tr>
<td>Memory Interference</td>
<td>341</td>
</tr>
<tr>
<td>Response Environment</td>
<td>342</td>
</tr>
<tr>
<td>Brand Image and Product Positioning</td>
<td>342</td>
</tr>
<tr>
<td>Brand Image</td>
<td>342</td>
</tr>
<tr>
<td>Product Positioning</td>
<td>344</td>
</tr>
<tr>
<td>Product Repositioning</td>
<td>346</td>
</tr>
<tr>
<td>Brand Equity and Brand Leverage</td>
<td>347</td>
</tr>
<tr>
<td>Summary</td>
<td>350</td>
</tr>
</tbody>
</table>

# CHAPTER TEN

## Motivation, Personality, and Emotion | 359 |

<table>
<thead>
<tr>
<th>The Nature of Motivation</th>
<th>360</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maslow’s Hierarchy of Needs</td>
<td>360</td>
</tr>
<tr>
<td>McGuire’s Psychological Motives</td>
<td>361</td>
</tr>
<tr>
<td>Motivation Theory and Marketing Strategy</td>
<td>367</td>
</tr>
<tr>
<td>Discovering Purchase Motives</td>
<td>367</td>
</tr>
<tr>
<td>Marketing Strategies Based on Multiple Motives</td>
<td>369</td>
</tr>
<tr>
<td>Motivation and Consumer Involvement</td>
<td>369</td>
</tr>
<tr>
<td>Marketing Strategies Based on Motivation Conflict</td>
<td>370</td>
</tr>
<tr>
<td>Marketing Strategies Based on Regulatory Focus</td>
<td>372</td>
</tr>
<tr>
<td>Personality</td>
<td>373</td>
</tr>
<tr>
<td>Multitrait Approach</td>
<td>374</td>
</tr>
<tr>
<td>Single-Trait Approach</td>
<td>375</td>
</tr>
<tr>
<td>The Use of Personality in Marketing Practice</td>
<td>375</td>
</tr>
<tr>
<td>Communicating Brand Personality</td>
<td>377</td>
</tr>
<tr>
<td>Emotion</td>
<td>378</td>
</tr>
<tr>
<td>Types of Emotions</td>
<td>379</td>
</tr>
</tbody>
</table>

# Advertisements | 306 |

| Package Design and Labeling | 306 |
| Summary | 307 |

## Package Design and Labeling | 306 |

## Summary | 307 |

---

12/15/08 11:51:24 AM
Emotions and Marketing Strategy 379
  Emotion Arousal as a Product and Retail Benefit 379
  Emotion Reduction as a Product and Retail Benefit 380
  Consumer Copying in Product and Service Encounters 381
  Emotion in Advertising 381
Summary 383

CHAPTER ELEVEN
Attitudes and Influencing Attitudes 391

Attitude Components 392
  Cognitive Component 392
  Affective Component 395
  Behavioral Component 397
  Component Consistency 398
Attitude Change Strategies 400
  Change the Cognitive Component 400
  Change the Affective Component 402
  Change the Behavioral Component 403
Individual and Situational Characteristics That Influence Attitude Change 404
  Cue Relevance and Competitive Situation 404
  Consumer Resistance to Persuasion 405
Communication Characteristics That Influence Attitude Formation and Change 407
  Source Characteristics 407
  Appeal Characteristics 410
  Message Structure Characteristics 415
Market Segmentation and Product Development Strategies Based on Attitudes 416
  Market Segmentation 416
  Product Development 416
Summary 418

CHAPTER TWELVE
Self-Concept and Lifestyle 427

Self-Concept 428
  Interdependent/Independent Self-Concepts 428
  Possessions and the Extended Self 429
  Measuring Self-Concept 430
  Using Self-Concept to Position Products 432
  Marketing Ethics and the Self-Concept 433
The Nature of Lifestyle 434
  Measurement of Lifestyle 435
  General versus Specific Lifestyle Schemes 436

The VALS™ System 439
  The VALS™ Segments 440
Geo-Lifestyle Analysis (PRIZM) 444
  PRIZM Social and Life Stage Groups 444
  Sample PRIZM Segments 445
  Applications of PRIZM in Marketing Strategy 446
International Lifestyles 447
Summary 448

PART THREE CASES

Case 3–1  K9-Quencher Targets Premium Pet Market 454
Case 3–2  Levi's Signature Stretch 455
Case 3–3  Jack Link's Beef Jerky Going Hip and Healthy 457
Case 3–4  Clorox Green Works Line 458
Case 3–5  The Psychographics of Luxury Shoppers 459
Case 3–6  Revlon for Men? Ubersexuals and the changing Male Landscape 460
Case 3–7  Positioning the Yaris 462
Case 3–8  Hardiplank's Pull Strategy 463
Case 3–9  Framing Preventive Care 464

Part Four
Consumer Decision Process 466

CHAPTER THIRTEEN
Situational Influences 469

The Nature of Situational Influence 470
  The Communications Situation 470
  The Purchase Situation 472
  The Usage Situation 472
  The Disposition Situation 473
Situational Characteristics and Consumption Behavior 474
  Physical Surroundings 474
  Social Surroundings 477
  Temporal Perspectives 480
  Task Definition 481
  Antecedent States 481
Ritual Situations 483
Situational Influences and Marketing Strategy 485
Summary 487
CHAPTER FOURTEEN
Consumer Decision Process and Problem Recognition 495
Types of Consumer Decisions 496
Nominal Decision Making 498
Limited Decision Making 498
Extended Decision Making 499
The Process of Problem Recognition 499
The Nature of Problem Recognition 500
Types of Consumer Problems 502
Uncontrollable Determinants of Problem Recognition 504
Marketing Strategy and Problem Recognition 505
Discovering Consumer Problems 506
Responding to Consumer Problems 507
Helping Consumers Recognize Problems 508
Suppressing Problem Recognition 511
Summary 512

CHAPTER FIFTEEN
Information Search 517
The Nature of Information Search 518
Types of Information Sought 519
Evaluative Criteria 519
Appropriate Alternatives 520
Alternative Characteristics 522
Sources of Information 523
Information Search on the Internet 525
Amount of External Information Search 531
Costs versus Benefits of External Search 533
Market Characteristics 534
Product Characteristics 535
Consumer Characteristics 535
Situation Characteristics 537
Marketing Strategies Based on Information Search Patterns 537
Maintenance Strategy 537
Disrupt Strategy 538
Capture Strategy 538
Intercept Strategy 538
Preference Strategy 539
Acceptance Strategy 540
Summary 541

CHAPTER SIXTEEN
Alternative Evaluation and Selection 549
How Consumers Make Choices 550
Affective Choice 552
Attribute-Based versus Attitude-Based Choice Processes 553
Evaluative Criteria 556
Nature of Evaluative Criteria 556
Measurement of Evaluative Criteria 558
Individual Judgment and Evaluative Criteria 561
Accuracy of Individual Judgments 561
Use of Surrogate Indicators 562
The Relative Importance and Influence of Evaluative Criteria 563
Evaluative Criteria, Individual Judgments, and Marketing Strategy 563
Decision Rules for Attribute-Based Choices 564
Conjunctive Decision Rule 565
Disjunctive Decision Rule 566
Elimination-by-Aspects Decision Rule 567
Lexicographic Decision Rule 569
Compensatory Decision Rule 570
Summary of Decision Rules 572
Summary 572

CHAPTER SEVENTEEN
Outlet Selection and Purchase 581
Outlet Choice versus Product Choice 582
The Retail Scene 583
Internet Retailing 584
Store-Based Retailing 589
The Internet as Part of a Multi-Channel Strategy 590
Attributes Affecting Retail Outlet Selection 593
Outlet Image 594
Retailer Brands 595
Retail Advertising 596
Outlet Location and Size 598
Consumer Characteristics and Outlet Choice 599
Perceived Risk 600
Shopping Orientation 601
In-Store and Online Influences on Brand Choices 602
The Nature of Unplanned Purchases 602
Point-of-Purchase Materials 603
Price Reductions and Promotional Deals 606
Outlet Atmosphere 606
Stockouts 608
Web Site Functioning and Requirements 609
Sales Personnel 610
Purchase 610
Summary 611

CHAPTER EIGHTEEN
Postpurchase Processes, Customer Satisfaction, and Customer Commitment 621
Postpurchase Dissonance 623
Product Use and Nonuse 625
Product Use 625
Product Nonuse 628
Disposition 629
Product Disposition and Marketing Strategy 632
Purchase Evaluation and Customer Satisfaction 633
The Evaluation Process 633
Dissatisfaction Responses 636
Marketing Strategy and Dissatisfied Consumers 638
Customer Satisfaction, Repeat Purchases, and Customer Commitment 640
Repeat Purchasers, Committed Customers, and Profits 642
Repeat Purchasers, Committed Customers, and Marketing Strategy 644
Summary 647

PART FOUR CASES
Case 4–1 Sears Goes Zwinky for Tweens and Teens 656
Case 4–2 Adidas 1—Ahead of Its Time? 657
Case 4–3 Supermarket Shopping in Europe 658
Case 4–4 A Shifting Retail Scene—Can Blockbuster Survive? 659
Case 4–5 Hyundai’s Turnaround 660
Case 4–6 Vespanomics 661
Case 4–7 Creating a Loyalty Program at Things Remembered 663

PART FIVE CASES
Case 5–1 RAEX LASER Steel 693
Case 5–2 Paccar—More Than Shiny Trucks 694

PART SIX
Consumer Behavior and Marketing Regulation 696

CHAPTER TWENTY
Marketing Regulation and Consumer Behavior 699
Regulation and Marketing to Children 700
Concerns about the Ability of Children to Comprehend Commercial Messages 701
Concerns about the Effects of the Content of Commercial Messages on Children 703
Controversial Marketing Activities Aimed at Children 705
Children’s Online Privacy Issues 708
Regulation and Marketing to Adults 710
Marketing Communications 712
Product Issues 718
Pricing Issues 719
Summary 719

PART SIX CASES
Case 6–1 Children’s Online Privacy Protection 725
Case 6–2 Safer Cigarettes? 726

Appendix A Consumer Research Methods 727
Appendix B Consumer Behavior Audit 738
Photo Credits 745
Indexes 747
Consumer Behavior
Building Marketing Strategy