

Brief Contents

Part 1	An Introduction to Consumer Behavior	1
Chapter 1	Understanding Consumer Behavior	2
Enrichment Chapter	Developing Information About Consumer Behavior	27
Part 2	The Psychological Core	43
Chapter 2	Motivation, Ability, and Opportunity	44
Chapter 3	Exposure, Attention, and Perception	69
Chapter 4	Knowledge and Understanding	91
Chapter 5	Attitudes Based on High Effort	121
Chapter 6	Attitudes Based on Low Effort	148
Chapter 7	Memory and Retrieval	170
Part 3	The Process of Making Decisions	193
Chapter 8	Problem Recognition and Information Search	194
Chapter 9	Judgment and Decision Making Based on High Effort	219
Chapter 10	Judgment and Decision Making Based on Low Effort	246
Chapter 11	Post-Decision Processes	271
Part 4	The Consumer's Culture	299
Chapter 12	Consumer Diversity	300
Chapter 13	Social Class and Household Influences	325
Chapter 14	Psychographics: Values, Personality, and Lifestyles	355
Chapter 15	Social Influences on Consumer Behavior	385
Part 5	Consumer Behavior Outcomes and Issues	413
Chapter 16	Adoption of, Resistance to, and Diffusion of Innovations	414
Chapter 17	Symbolic Consumer Behavior	440
Chapter 18	Ethics, Social Responsibility, and the Dark Side of Consumer Behavior and Marketing	469

Contents

Preface xvii

Part 1 An Introduction to Consumer Behavior 1

Chapter 1 Understanding Consumer Behavior 2

INTRODUCTION: Land of the Rising Trends 2

Defining Consumer Behavior 3

Consumer Behavior Involves Goods, Services, Activities, Experiences, People, and Ideas 3

Consumer Behavior Involves More Than Buying 4

Consumer Behavior Is a Dynamic Process 5

Consumer Behavior Can Involve Many People 5

Consumer Behavior Involves Many Decisions 5

Consumer Behavior Involves Feeling and Coping 10

What Affects Consumer Behavior? 10

The Psychological Core: Internal Consumer Processes 10

The Process of Making Decisions 12

The Consumer's Culture: External Processes 13

Consumer Behavior Outcomes and Issues 15

Who Benefits from the Study of Consumer Behavior? 16

Marketing Managers 16

Ethicists and Advocacy Groups 17

Public Policy Makers and Regulators 17

Academics 17

Consumers and Society 17

Marketing Implications of Consumer Behavior 18

Developing and Implementing Customer-Oriented Strategy 18

Selecting the Target Market 19

Positioning 19

Developing Products and Services 20

Making Promotion and Marketing Communications Decisions 20

Making Pricing Decisions 22

Making Distribution Decisions 23

Summary 24

CONSUMER BEHAVIOR CASE: Swatch Makes Time for Luxury 25

Enrichment Chapter Developing Information About Consumer Behavior 27

INTRODUCTION: Understanding China's "Technology Tribes" 27

Consumer Behavior Research Methods 28

Surveys 28

Focus Groups 29

Interviews 29

Storytelling 30

Photography and Pictures 31

Diaries 31

Experiments 31

Field Experiments 32

Conjoint Analysis 32

Observations 32

Purchase Panels 33

Database Marketing 33

Neuroscience 34

Types of Consumer Researchers 34

In-house Marketing Research Departments 35

External Marketing Research Firms 35

Advertising Agencies 36

Syndicated Data Services 36

Retailers 37

Research Foundations and Trade Groups 37

Government 37

Consumer Organizations 38

Academics and Academic Research Centers 38

Ethical Issues in Consumer Research 38

The Positive Aspects of Consumer Research 38

The Negative Aspects of Consumer Research 39

Summary 40

CONSUMER BEHAVIOR CASE: OfficeMax Asks How Shoppers Shop—and More 40

Part 2 The Psychological Core 43

Chapter 2 Motivation, Ability, and Opportunity 44

INTRODUCTION: The Toyota Prius Zooms into the Fast Lane 44

Consumer Motivation and Its Effects 45

High-Effort Behavior 45

High-Effort Information Processing and Decision Making 47

Felt Involvement 47

What Affects Motivation? 49

Personal Relevance 49

Consistency with Self-Concept 50
 Values 50
 Needs 50
 Goals 55
MARKETING IMPLICATIONS 57
 Perceived Risk 59
MARKETING IMPLICATIONS 61
 Inconsistency with Attitudes 62
 Consumer Ability: Resources to Act 62
 Product Knowledge and Experience 62
 Cognitive Style 63
 Complexity of Information 63

Intelligence, Education, and Age 63
 Money 64
MARKETING IMPLICATIONS 64
 Consumer Opportunity 64
 Time 65
 Distraction 65
 Amount, Repetition, and Control of Information 65
MARKETING IMPLICATIONS 66
 Summary 66
CONSUMER BEHAVIOR CASE: What's in Store at Umpqua Bank 67

Chapter 3 Exposure, Attention, and Perception 69

INTRODUCTION: Battle of the Beer Ads 69

Exposure 70
MARKETING IMPLICATIONS 70
 Factors Influencing Exposure 70
MARKETING IMPLICATIONS 72
 Selective Exposure 72
MARKETING IMPLICATIONS 73
 Measuring Exposure 74
 Attention 74
 Characteristics of Attention 74
 Focal and Nonfocal Attention 75
MARKETING IMPLICATIONS 76
 Customer Segments Defined by Attention 79
 Habituation 80
MARKETING IMPLICATIONS 80
 Perceiving Through Vision 80
MARKETING IMPLICATIONS 81

Perceiving Through Hearing 81
MARKETING IMPLICATIONS 81
 Perceiving Through Taste 82
MARKETING IMPLICATIONS 83
 Perceiving Through Smell 83
MARKETING IMPLICATIONS 84
 Perceiving Through Touch 84
 When Do We Perceive Stimuli? 85
MARKETING IMPLICATIONS 86
 How Do Consumers Perceive a Stimulus? 88
 Summary 89
CONSUMER BEHAVIOR CASE: Heinz Is Looking for Attention 90

Chapter 4 Knowledge and Understanding 91

INTRODUCTION: Ringing Up the Engagement Ring Market 91

Overview of Knowledge and Understanding 92
 Knowledge Content 94
 Schemas, Associations, and Brand Equity 94
 Types of Schemas 95
 Images 95
MARKETING IMPLICATIONS 97
 Scripts 99
MARKETING IMPLICATIONS 99
 Knowledge Structure 100
 Categories and Their Structure 100
MARKETING IMPLICATIONS 102
 Goal-Derived Categories 104
 Construal Level Theory 105

MARKETING IMPLICATIONS 106
 Why Consumers Differ in Their Knowledge 106
Using Knowledge to Understand 108
 Categorization 108
MARKETING IMPLICATIONS 109
 Comprehension 109
 Subjective Comprehension 111
MARKETING IMPLICATIONS 112
 Consumer Inferences 112
 Ethical Issues 118
 Summary 118
CONSUMER BEHAVIOR CASE: Hyundai Accelerates New Image Marketing 119

Chapter 5 Attitudes Based on High Effort 121

INTRODUCTION: The World Cup Touches Emotions Around the World 121

What Are Attitudes? 122

The Importance of Attitudes 122

The Characteristics of Attitudes 122

Forming and Changing Attitudes 123

The Foundation of Attitudes 123

The Role of Effort in Attitude Formation and Change 123

The Cognitive Foundations of Attitudes 126

Direct or Imagined Experience 126

Reasoning by Analogy or Category 126

Values-Driven Attitudes 126

Social Identity-Based Attitude Generation 126

Analytical Processes of Attitude Formation 126

MARKETING IMPLICATIONS 127

How Cognitively Based Attitudes Are Influenced 131

Communication Source 131

MARKETING IMPLICATIONS 132

The Message 133

MARKETING IMPLICATIONS 134

The Affective (Emotional) Foundations of Attitudes 137

MARKETING IMPLICATIONS 139

How Affectively Based Attitudes Are Influenced 139

The Source 139

MARKETING IMPLICATIONS 140

The Message 140

MARKETING IMPLICATIONS 141

Attitude Toward the Ad 142

When Do Attitudes Predict Behavior? 143

Summary 145

CONSUMER BEHAVIOR CASE: Geico Makes its Case for Savings and Service 146

Chapter 6 Attitudes Based on Low Effort 148

INTRODUCTION: Those Funny, Quirky, Sexy Beer Commercials 148

High-Effort Versus Low-Effort Routes to Persuasion 149

Unconscious Influences on Attitudes When Consumer Effort Is Low 151

Thin-Slice Judgments 151

Body Feedback 151

MARKETING IMPLICATIONS 151

Cognitive Bases of Attitudes When Consumer Effort Is Low 152

How Cognitive Attitudes Are Influenced 153

Communication Source 153

The Message 153

MARKETING IMPLICATIONS 154

Message Context and Repetition 155

Affective Bases of Attitudes When Consumer Effort Is Low 156

The Mere Exposure Effect 156

MARKETING IMPLICATIONS 156

Classical Conditioning 157

MARKETING IMPLICATIONS 158

Attitude Toward the Ad 159

MARKETING IMPLICATIONS 160

Mood 160

MARKETING IMPLICATIONS 161

How Affective Attitudes Are Influenced 162

Communication Source 162

The Message 163

MARKETING IMPLICATIONS 165

Summary 167

CONSUMER BEHAVIOR CASE: Flipping for the Flip, Pure Digital Technologies 168

Chapter 7 Memory and Retrieval 170

INTRODUCTION: Déjà Vu All Over Again: Nostalgia Marketing 170

What Is Memory? 171

What Are the Types of Memory? 171

Sensory Memory 173

Short-Term Memory 173

MARKETING IMPLICATIONS 174

Long-Term Memory 175

MARKETING IMPLICATIONS 176

How Memory Is Enhanced 177

Chunking 177

Rehearsal 177

Recirculation 177

Elaboration 178

MARKETING IMPLICATIONS 178

What Is Retrieval? 179

Organization of Long-Term Memory 179
 The Semantic Network 180
 Retrieval Failures 182
 Retrieval Errors 183
What Are the Types of Retrieval? 184
 Explicit Memory 184
 Implicit Memory 184
MARKETING IMPLICATIONS 184
 How Retrieval Is Enhanced 186

Characteristics of the Stimulus 186
 What the Stimulus Is Linked To 188
MARKETING IMPLICATIONS 189
 How a Stimulus Is Processed in Short-Term Memory 190
 Consumer Characteristics Affecting Retrieval 190
Summary 191
CONSUMER BEHAVIOR CASE: Remember the Apple 192

Part 3 The Process of Making Decisions 193

Chapter 8 Problem Recognition and Information Search 194

INTRODUCTION: Awesome or Awful? Read the Review 194

Problem Recognition 195
 The Ideal State: Where We Want to Be 195
 The Actual State: Where We Are Now 197
MARKETING IMPLICATIONS 197
Internal Search: Searching for Information from Memory 198
 How Much Do We Engage in Internal Search? 198
 What Kind of Information Is Retrieved from Internal Search? 199
MARKETING IMPLICATIONS 203
 Is Internal Search Always Accurate? 203
MARKETING IMPLICATIONS 204
 External Search: Searching for Information from the Environment 205

Where Can We Search for Information? 205
MARKETING IMPLICATIONS 208
 How Much Do We Engage in External Search? 210
MARKETING IMPLICATIONS 213
 What Kind of Information Is Acquired in External Search? 214
 Is External Search Always Accurate? 215
 How Do We Engage in External Search? 215
MARKETING IMPLICATIONS 216
Summary 217
CONSUMER BEHAVIOR CASE: Using Cell Phones for Price and Product Comparisons 218

Chapter 9 Judgment and Decision Making Based on High Effort 219

INTRODUCTION: Racing Toward Higher Vehicle Sales in Thailand 219

High-Effort Judgment Processes 220
 Judgments of Likelihood and Goodness/Badness 220
 Anchoring and Adjustment 222
 Biases in Judgment Processes 222
MARKETING IMPLICATIONS 224
High-Effort Decisions and High-Effort Decision-Making Processes 224
 Deciding Which Brands to Consider 225
MARKETING IMPLICATIONS 226
 Deciding Which Criteria Are Important to the Choice 226
MARKETING IMPLICATIONS 228
Deciding What Brand to Choose: Thought-Based Decisions 229
MARKETING IMPLICATIONS 230
 Decisions Based on Brands 230
MARKETING IMPLICATIONS 231
 Decisions Based on Product Attributes 232
MARKETING IMPLICATIONS 233
 Decisions Based on Gains and Losses 233
MARKETING IMPLICATIONS 234

Deciding What Brand to Choose: High-Effort Feeling-Based Decisions 234
 Appraisals and Feelings 235
 Affective Forecasts and Choices 235
 Imagery 236
MARKETING IMPLICATIONS 237
Additional High-Effort Decisions 237
 Decision Delay 237
 Decision Making When Alternatives Cannot Be Compared 237
MARKETING IMPLICATIONS 238
What Affects High-Effort Decisions? 239
 Consumer Characteristics 239
 Characteristics of the Decision 241
 Group Context 242
MARKETING IMPLICATIONS 243
Summary 244
CONSUMER BEHAVIOR CASE: A Sparkling Idea: Marketing Diamonds Online 244

Chapter 10 Judgment and Decision Making Based on Low Effort 246

INTRODUCTION: Jones Soda Bottles Brand Loyalty 246

Low-Effort Judgment Processes 247

The Representativeness Heuristic 247

The Availability Heuristic 247

MARKETING IMPLICATIONS 249

Low-Effort Decision-Making Processes 250

Unconscious Low-Effort Decision Making 250

Conscious Low-Effort Decision Making 250

Using Simplifying Strategies When Consumer Effort Is Low 251

MARKETING IMPLICATIONS 252

Learning Choice Tactics 253

Reinforcement 253

Punishment 253

Repeat Purchase 254

Choice Tactics Depend on the Product 254

Low-Effort Thought-Based Decision Making 255

Performance as a Simplifying Strategy 255

MARKETING IMPLICATIONS 255

Habit as a Simplifying Strategy 256

MARKETING IMPLICATIONS 256

Brand Loyalty as a Simplifying Strategy 258

MARKETING IMPLICATIONS 259

Price as a Simplifying Strategy 260

MARKETING IMPLICATIONS 260

Normative Influences as a Simplifying Strategy 263

MARKETING IMPLICATIONS 264

Low-Effort Feeling-Based Decision Making 264

Feelings as a Simplifying Strategy 264

Brand Familiarity 265

MARKETING IMPLICATIONS 266

Decision Making Based on Variety-Seeking Needs 266

MARKETING IMPLICATIONS 267

Buying on Impulse 267

MARKETING IMPLICATIONS 268

Summary 268

CONSUMER BEHAVIOR CASE: Try it, You'll Like it: Sampling 269

Chapter 11 Post-Decision Processes 271

INTRODUCTION: The Treasure Hunt Is on at Costco 271

Post-Decision Dissonance and Regret 272

Dissonance 272

Regret 272

MARKETING IMPLICATIONS 274

Learning from Consumer Experience 274

A Model of Learning from Consumer Experience 275

What Affects Learning from Experience? 276

MARKETING IMPLICATIONS 278

How Do Consumers Make Satisfaction or Dissatisfaction Judgments? 278

MARKETING IMPLICATIONS 279

Satisfaction/Dissatisfaction Based on Thoughts 280

MARKETING IMPLICATIONS 282

Satisfaction/Dissatisfaction Based on Feelings 284

MARKETING IMPLICATIONS 286

Responses to Dissatisfaction 286

Complaints 287

MARKETING IMPLICATIONS 287

Responding to Service Recovery 288

MARKETING IMPLICATIONS 288

Responding by Negative Word of Mouth 289

MARKETING IMPLICATIONS 289

Is Customer Satisfaction Enough? 289

MARKETING IMPLICATIONS 290

Disposition 291

Disposing of Meaningful Objects 291

MARKETING IMPLICATIONS 293

Recycling 294

MARKETING IMPLICATIONS 295

Summary 295

CONSUMER BEHAVIOR CASE Service Recovery Helps Jetblue Fly Higher 296

Part 4 The Consumer's Culture 299

Chapter 12 Consumer Diversity 300

INTRODUCTION: Connecting with Customers by Focusing on Quinceañera Celebrations 300

How Age Affects Consumer Behavior 301

Age Trends in the United States 301

Teens and Generation Y 301

MARKETING IMPLICATIONS 303

Generation X 304

MARKETING IMPLICATIONS 305

Boomers 306

MARKETING IMPLICATIONS 306

Seniors 307

MARKETING IMPLICATIONS 307

How Gender and Sexual Orientation Affect Consumer Behavior 308

Sex Roles 308

Gender and Sexual Orientation 308

Differences in Acquisition and Consumption Behaviors 309

MARKETING IMPLICATIONS 310

How Regional Influences Affect Consumer Behavior 311

Regions Within the United States 311

MARKETING IMPLICATIONS 312

Regions Across the World 313

MARKETING IMPLICATIONS 313

How Ethnic Influences Affect Consumer Behavior 314

Ethnic Groups Within the United States 315

Hispanic American Consumers 316

MARKETING IMPLICATIONS 316

African American Consumers 317

MARKETING IMPLICATIONS 318

Asian American Consumers 319

MARKETING IMPLICATIONS 320

Ethnic Groups Around the World 321

The Influence of Religion 322

MARKETING IMPLICATIONS 322

Summary 323

CONSUMER BEHAVIOR CASE: Can Canned Soup Translate? 324

Chapter 13 Social Class and Household Influences 325

INTRODUCTION: Marketing to India's Growing Middle Class 325

Social Class 326

Types of Social Class Systems 326

Social Class Influences 328

How Social Class Is Determined 330

How Social Class Changes over Time 332

Upward Mobility 332

Downward Mobility 333

Social Class Fragmentation 333

How Does Social Class Affect Consumption? 334

Conspicuous Consumption and Status Symbols 335

Status Symbols and Judging Others 335

Compensatory Consumption 336

The Meaning of Money 336

MARKETING IMPLICATIONS 338

The Consumption Patterns of Specific Social Classes 338

The Upper Class 339

The Middle Class 340

The Working Class 340

The Homeless 341

MARKETING IMPLICATIONS 341

How the Household Influences Consumer Behavior 343

Types of Households 344

Households and Family Life Cycle 344

Changing Trends in Household Structure 345

MARKETING IMPLICATIONS 348

Roles that Household Members Play 349

The Roles of Spouses 350

The Roles of Children 351

MARKETING IMPLICATIONS 352

Summary 353

CONSUMER BEHAVIOR CASE: Marketing to Mothers 354

Chapter 14 Psychographics: Values, Personality, and Lifestyles 355

INTRODUCTION: The Lure of Luxury versus Back to Basics 355

Values 356

How Values Can Be Described 358

The Values that Characterize Western Cultures 358

Why Values Change 365

Influences on Values 365

MARKETING IMPLICATIONS 366

How Values Can Be Measured 368

Personality 371

Research Approaches to Personality 371

Determining Whether Personality Characteristics Affect Consumer Behavior 374

MARKETING IMPLICATIONS 378

Lifestyles 378

MARKETING IMPLICATIONS 379

Psychographics: Combining Values, Personality, and Lifestyles 380

VALS 380

Other Applied Psychographic Research 382

MARKETING IMPLICATIONS 383

Summary 383

CONSUMER BEHAVIOR CASE: McDonald's Goes Upscale from Paris to Peoria 384

Chapter 15 Social Influences on Consumer Behavior 385

INTRODUCTION: Building Sales by Building Buzz 385

Sources of Influence 386

Marketing and Nonmarketing Sources 386

How Do These General Sources Differ? 389

MARKETING IMPLICATIONS 390

Opinion Leaders 391

MARKETING IMPLICATIONS 392

Reference Groups as Sources of Influence 392

Types of Reference Groups 393

MARKETING IMPLICATIONS 394

Characteristics of Reference Groups 395

MARKETING IMPLICATIONS 396

Reference Groups Affect Consumer Socialization 397

Normative Influence 399

How Normative Influence Can Affect Consumer Behavior 399

What Affects Normative Influence Strength 401

MARKETING IMPLICATIONS 404

Informational Influence 405

How Informational Influence Can Affect Consumer Behavior 405

Factors Affecting Informational Influence Strength 406

MARKETING IMPLICATIONS 406

Descriptive Dimensions of Information 407

Valence: Is Information Positive or Negative? 407

Modality: Does Information Come from Verbal or Nonverbal Channels? 408

The Pervasive and Persuasive Influence of Word of Mouth 408

MARKETING IMPLICATIONS 409

Summary 411

CONSUMER BEHAVIOR CASE: Click! It's Viral Marketing 411

Part 5 Consumer Behavior Outcomes and Issues 413

Chapter 16 Adoption of, Resistance to, and Diffusion of Innovations 414

INTRODUCTION: A Taste for Innovation 414

Innovations 415

Defining an Innovation 415

Innovations Characterized by Degree of Novelty 417

Innovations Characterized by Benefits Offered 418

Innovations Characterized by Breadth 419

Resistance versus Adoption 419

Whether Consumers Adopt an Innovation 419

How Consumers Adopt an Innovation 420

MARKETING IMPLICATIONS 421

When Consumers Adopt Innovations 422

MARKETING IMPLICATIONS 424

Diffusion 425

How Offerings Diffuse Through a Market 426

Factors Affecting the Shape of the Diffusion Curve 426

How Diffusion Relates to the Product Life Cycle 427

MARKETING IMPLICATIONS 428

Influences on Adoption, Resistance, and Diffusion 429

Characteristics of the Innovation 429

Uncertainty 430

MARKETING IMPLICATIONS 431

Consumer Learning Requirements 431

MARKETING IMPLICATIONS 433

Social Relevance 434

MARKETING IMPLICATIONS 434

Legitimacy and Adaptability 435

MARKETING IMPLICATIONS 435

Characteristics of the Social System 435

MARKETING IMPLICATIONS 436

The Consequences of Innovations 437

Summary 437

CONSUMER BEHAVIOR CASE: The CFL: Coming Soon to a Light Socket Near You 438

Chapter 17 Symbolic Consumer Behavior 440

INTRODUCTION: Pampering Pets = Big Business 440

Sources and Functions of Symbolic Meaning 441

Meaning Derived from Culture 441

Meaning Derived from the Consumer 443

The Emblematic Function 444

MARKETING IMPLICATIONS 446

The Role Acquisition Function 447

MARKETING IMPLICATIONS 449

The Connectedness Function 450

The Expressiveness Function 451

MARKETING IMPLICATIONS 452

Multiple Functions 452

Symbols and Self-Concept 452

MARKETING IMPLICATIONS 453

Special Possessions and Brands 454

Special Brands 454
 Types of Special Possessions 454
 The Characteristics that Describe Special Possessions 455
 Why Some Products Are Special 456
 Consumer Characteristics Affect What Is Special 457
 Rituals Used with Special Possessions 458
 Disposing of Special Possessions 459
Sacred Meaning 459

The Transfer of Symbolic Meaning Through Gift Giving 461
 The Timing of Gifts 461
 Three Stages of Gift Giving 462
Summary 466
CONSUMER BEHAVIOR CASE: Buying that Special Something
 Online 467

Chapter 18 Ethics, Social Responsibility, and the Dark Side of Consumer Behavior and Marketing 469

INTRODUCTION: Kids' Food Advertising Goes on a Diet 469

Deviant Consumer Behavior 470
 Addictive, Compulsive, and Impulsive Behavior 470
MARKETING IMPLICATIONS 475
 Consumer Theft 476
MARKETING IMPLICATIONS 478
 Black Markets 479
MARKETING IMPLICATIONS 479
 Underage Drinking and Smoking 480
MARKETING IMPLICATIONS 480

Ethical Issues in Marketing 482
 Should Marketers Advertise to Children? 482
MARKETING IMPLICATIONS 483
 Do Marketing Efforts Promote Obesity? 484
MARKETING IMPLICATIONS 484
 Does Advertising Affect Self-Image? 485
MARKETING IMPLICATIONS 485
 Do Marketing Practices Invade Consumers' Privacy? 487
MARKETING IMPLICATIONS 488

Social Responsibility Issues in Marketing 488
 Environmentally Conscious Behavior 489
 Conservation Behavior 489
MARKETING IMPLICATIONS 490
 How Can Consumers Resist Marketing Practices? 490
Summary 491
CONSUMER BEHAVIOR CASE: Is Your Personal Data Private? Is It
 Safe? 492

Endnotes N-1
Ad/Photo Credits C-1
Text Credits C-3
Glossary G-1
Name/Author Index I-1
Company/Product Index I-14
Subject Index I-19