Contents in Brief

Section 1
A Perspective on Consumer Behavior 1
1 Introduction to Consumer Behavior and Marketing Strategy 2
2 A Framework for Consumer Analysis 19

Section 2
Affect and Cognition and Marketing Strategy 35
3 Introduction to Affect and Cognition 36
4 Consumers' Product Knowledge and Involvement 66
5 Attention and Comprehension 99
6 Attitudes and Intentions 126
7 Consumer Decision Making 158

Section 3
Behavior and Marketing Strategy 189
8 Introduction to Behavior 190
9 Conditioning and Learning Processes 211
10 Influencing Consumer Behaviors 231

Section 4
The Environment and Marketing Strategy 251
11 Introduction to the Environment 252
12 Cultural and Cross-Cultural Influences 276
13 Subculture and Social Class 308
14 Reference Groups and Family 334

Section 5
Consumer Analysis and Marketing Strategy 361
15 Market Segmentation and Product Positioning 362
16 Consumer Behavior and Product Strategy 385
17 Consumer Behavior and Promotion Strategy 405
18 Consumer Behavior and Pricing Strategy 439
19 Consumer Behavior, Electronic Commerce, and Channel Strategy 461
Notes 491
Glossary 521
Credits 533
Names Index 534
Subject Index 540
Contents

Section 1
A Perspective on Consumer Behavior 1

1 Introduction to Consumer Behavior and Marketing Strategy 2
  Online Shopping–2009 2
  What Is Consumer Behavior? 5
    Consumer Behavior Is Dynamic 5
    Consumer Behavior Involves Interactions 7
    Consumer Behavior Involves Exchanges 9
  Approaches to Consumer Behavior Research 9
  Uses of Consumer Behavior Research 10
  Consumer Behavior's Role in Marketing Strategy 12
  Back To Online Shopping 14
  Marketing Strategy in Action  Toyota—2008 17

2 A Framework for Consumer Analysis 19
  Buying a Home Security System 19
  Three Elements for Consumer Analysis 20
    Consumer Affect and Cognition 21
    Consumer Behavior 22
    Consumer Environment 22
    Relationships among Affect and Cognition, Behavior, and the Environment 23
  Marketing Strategy 25
  Levels of Consumer Analysis 26
    Societies 27
    Industries 28
    Market Segments 28
    Individual Consumers 29
  Back To Buying a Home Security System 29
  Marketing Strategy in Action  Starbucks—2008 32
Section 2
Affect and Cognition and Marketing Strategy  35

3  Introduction to Affect and Cognition  36

"Everyday" Affect and Cognition: Greg Macklin Goes Shopping  36
Components of the Wheel of Consumer Analysis  37
  Environment  37
  Behavior  38
  Marketing Strategies  38
  Affect and Cognition  39
Affect and Cognition as Psychological Responses  39
  Types or Levels of Affective Responses  40
  The Affective System  40
  What Is Cognition?  41
  Relationship between Affect and Cognition  43
  Marketing Implications  45
  Using Metaphors to Communicate Affective and Cognitive Meaning  46
Cognitive Processes in Consumer Decision Making  47
  A Model of Consumer Decision Making  48
  Additional Characteristics of the Cognitive System  50
  Marketing Implications  52
Knowledge Stored in Memory  52
  Types of Knowledge  52
  Structures of Knowledge  55
  Types of Knowledge Structures  56
  Marketing Implications  57
  Cognitive Learning  57
Back To Greg Macklin Goes Shopping  61
Marketing Strategy in Action  Barnes & Noble  64

4  Consumers’ Product Knowledge and Involvement  66

How Gillette Knows about Shaving  66
Levels of Product Knowledge  68
Consumers’ Product Knowledge  70
  Products as Bundles of Attributes  70
  Products as Bundles of Benefits  72
  Products as Value Satisfiers  74
Means–End Chains of Product Knowledge  77
  Examples of Means–End Chains  78
  Identifying Consumers’ Means–End Chains  80
  Marketing Implications  81
Digging for Deeper Consumer Understanding  82
  The ZMET Approach to Consumer Knowledge  82
  The ZMET Interview  83
  Marketing Implications  84
Involvement  84
  Focus of Involvement  85
  The Means–End Basis for Involvement  86
  Factors Influencing Involvement  86
5 Attention and Comprehension 99

The Power of Advertising 99
Exposure to Information 102
  Selective Exposure to Information 104
  Marketing Implications 105
Attention Processes 107
  Variations in Attention 107
  Factors Influencing Attention 109
  Marketing Implications 110
Comprehension 113
  Variations in Comprehension 113
  Inferences during Comprehension 115
  Factors Influencing Comprehension 117
  Marketing Implications 118
Back To The Power of Advertising 121

Marketing Strategy in Action Exposure, Attention, and Comprehension on the Internet 124

6 Attitudes and Intentions 126

The Gap 126
What Is an Attitude? 128
  Attitudes toward What? 130
  Marketing Implications 130
Attitudes toward Objects 134
  Salient Beliefs 134
  The Multiattribute Attitude Model 136
  Marketing Implications 140
  Attitude-Change Strategies 141
Attitudes toward Behavior 143
  The Theory of Reasoned Action 145
  Marketing Implications 149
Intentions and Behaviors 150
Back To The Gap 152
Marketing Strategy in Action Coca-Cola 155

7 Consumer Decision Making 158

Buying a Used Car 158
Decision Making as Problem Solving 163
<table>
<thead>
<tr>
<th>Section 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavior and Marketing Strategy</td>
</tr>
</tbody>
</table>

**8 Introduction to Behavior** | 190 |
| Lands' End Inlet Store | 190 |
| What Is Overt Consumer Behavior? | 191 |
| The Importance of Overt Consumer Behavior | 192 |
| A Model of Overt Consumer Behavior | 193 |
| Information Contact | 195 |
| Funds Access | 198 |
| Store Contact | 200 |
| Product Contact | 201 |
| Transaction | 203 |
| Consumption and Disposition | 203 |
| Communication | 204 |
| Marketing Implications | 205 |
| Back To Lands' End Inlet Store | 206 |

**Marketing Strategy in Action** | Hallmark Cards | 186 |

**9 Conditioning and Learning Processes** | 211 |
| Lottery Games: Powerball and Mega Millions | 211 |
| Classical Conditioning | 212 |
| Consumer Research on Classical Conditioning | 215 |
| Marketing Implications | 215 |
| Operant Conditioning | 216 |
| Reinforcement Schedules | 217 |
| Shaping | 219 |
| Discriminative Stimuli | 220 |
| Marketing Implications | 220 |
| Vicarious Learning | 221 |
| Uses of Vicarious Learning in Marketing Strategy | 222 |
| Factors Influencing Modeling Effectiveness | 224 |
| Marketing Implications | 226 |
10 Influencing Consumer Behaviors 231

What Were These Marketers Trying to Do? 231
Consumer Behavior Influence Strategies 232

Sales Promotion 234
  Purchase Probability 237
  Purchase Quantity 238
  Purchase Timing 238
  Purchase Location 239
  Effectiveness of Sales Promotions 240

Social Marketing 240
  Increasing Desired Behaviors 241
  Decreasing Undesired Behaviors 241

A Strategic Model for Influencing Consumer Behaviors 241
  Measure Current Levels of Consumer Affect, Cognition, and Behavior 242
  Analyze Consumers and Markets 244
  Select and Implement Influence Strategy 246
  Measure Strategic Effects 246
  Evaluate for Performance Improvement 247
  Marketing Implications 247

Back To What Were These Marketers Trying to Do? 248
Marketing Strategy in Action Cub Foods—2008 250

Section 4
The Environment and Marketing Strategy 251

11 Introduction to the Environment 252

Megaresorts in Las Vegas 252
The Environment 254
Aspects of the Environment 255
  The Social Environment 255
  The Physical Environment 259
  Marketing Implications 260
Situations 260
  Analyzing Situations 261
  Generic Consumer Situations 262
  Marketing Implications 270
Back To Megaresorts in Las Vegas 271
Marketing Strategy in Action America’s Movie Theaters 274

12 Cultural and Cross-Cultural Influences 276

McDonald’s . . . All Around the World 276
What Is Culture? 278
The Content of Culture 279
  Measuring the Content of Culture 280
  The Core Values of American Culture 281
  Changing Values in America 281
Culture as a Process 285
  Moving Cultural Meanings into Products 286
  Cultural Meanings in Products 288
  Moving Cultural Meanings from Products into Consumers 289
  Cultural Meanings in Consumers 292
  Moving Meanings to the Cultural Environment 293
  Marketing Implications 294
  Helping Consumers Obtain Cultural Meanings 296
Cross-Cultural Influences 296
  Cross-Cultural Differences 297
  Developing International Marketing Strategies 299
  Marketing Implications: The European Union 302
Back To McDonald's . . . All Around the World 304
Marketing Strategy in Action  Sony 306

13 Subculture and Social Class 308

Mountain Dew 308
Subcultures 310
Analyzing Subcultures 310
  Geographic Subcultures 312
  Age Subcultures 315
  Ethnic Subcultures 319
  Gender as a Subculture 323
  Income as a Subculture 324
  Acculturation Processes 324
Social Class 326
  Social Class versus Income 328
Back To Mountain Dew 329
Marketing Strategy in Action  Abercrombie & Fitch 332

14 Reference Groups and Family 334

Chuck E. Cheese 334
Reference Groups 336
  Analyzing Reference Groups 337
  Types of Reference Group Influence 337
  Reference Group Influence on Products and Brands 339
  Reference Groups and Marketing Strategy 340
Family 341
  Family Decision Making 343
  Consumer Socialization 347
  Factors Influencing American Families 347
  Demographic Changes in Household Composition 350
  Family Life Cycle 351
Back To Chuck E. Cheese 356
Marketing Strategy in Action  The Saturn Family 359
Section 5
Consumer Analysis and Marketing Strategy 361

15 Market Segmentation and Product Positioning 362

H2—Oh!—Positioning the Hummer H2 362
Analyze Consumer–Product Relationships 365
Investigate Segmentation Bases 366

Benefit Segmentation 367
Psychographic Segmentation 367
Person/Situation Segmentation 372
Geodemographic Segmentation 374

Develop Product Positioning 374

Positioning by Attribute 376
Positioning by Use or Application 376
Positioning by Product User 377
Positioning by Product Class 377
Positioning by Competitors 377

Positioning Maps 378

Select Segmentation Strategy 379

Design Marketing Mix Strategy 380
Back To Positioning the Hummer H2 380

Marketing Strategy in Action Hershey North America 383

16 Consumer Behavior and Product Strategy 385

Timberland 385
Product Affect and Cognition 387
Satisfaction/Dissatisfaction 387
Product Behavior 388

Product Contact 389
Brand Loyalty/Variety Seeking 389

The Product Environment 392

Product Attributes 392
Packaging 393

Product Strategy 395

Characteristics of Consumers 396
Characteristics of Products 397

Back To Timberland 400

Marketing Strategy in Action Harley-Davidson, Inc. 403

17 Consumer Behavior and Promotion Strategy 405

Winning Promotions 405
Types of Promotion 408

Advertising 408
Sales Promotions 408
Personal Selling 409
Publicity 411

The Promotion Mix 412
A Communication Perspective 412
  The Communication Process 413
  Goals of Promotion Communications 415
The Promotion Environment 418
  Promotion Clutter 418
  Level of Competition 419
Promotion Affect and Cognition 420
  Attitude toward the Ad 421
  The Persuasion Process 421
Promotion Behaviors 423
  Information Contact 423
  Word-of-Mouth Communication 425
Managing Promotion Strategies 425
  Analyze Consumer–Product Relationships 425
  Determine Promotion Objectives and Budget 427
  Design and Implement a Promotion Strategy 428
  Evaluate Effects of the Promotion Strategy 432
Back To Winning Promotions 435
Marketing Strategy in Action  The Cereal Wars 437

18 Consumer Behavior and Pricing Strategy 439
Vinnie Bombatz 439
Conceptual Issues in Pricing 441
  Money 442
  Time 443
  Cognitive Activity 443
Behavior Effort 445
  Value 446
Price Affect and Cognition 446
  Price Perceptions and Attitudes 447
Price Behavior 449
  Funds Access 449
  Transactions 450
Price Environment 450
Pricing Strategy 450
  Analyze Consumer–Product Relationships 451
  Analyze the Environmental Situation 454
  Determine the Role of Price in Marketing Strategy 455
  Estimate Relevant Production and Marketing Costs 455
  Set Pricing Objectives 455
  Develop Pricing Strategy and Set Prices 456
Back To Vinnie Bombatz 458
Marketing Strategy in Action  American Girl Brands 460

19 Consumer Behavior, Electronic Commerce, and Channel Strategy 461
IBM 461
Store-Related Affect and Cognition 463
  Store Image 464
  Store Atmosphere 464
Store-Related Behavior 466
  Store Contact 466
  Store Loyalty 467
Store Environment 467
  Store Location 467
  Store Layout 469
  In-Store Stimuli 471
Nonstore Consumer Behavior 474
  Catalog and Direct Mail Purchases 474
  Vending Machine Purchases 475
  Television Home Shopping 475
  Direct Sales Purchases 476
  Electronic Exchanges 476
  A Comparison of Consumer Purchase Modes 476
Electronic Commerce 478
  Consumer Strategies for Electronic and Store Exchanges 478
  Consumer Electronic Exchanges and Multichannel Marketing 481
Channel Strategy 481
  Commodity 484
  Conditions 484
  Competition 484
  Costs 484
  Coverage 485
  Competence 485
  Control 485
  Characteristics of Intermediaries 485
Back To IBM 486
Marketing Strategy in Action  Amazon.com 488

Notes 491
Glossary 521
Credits 533
Name Index 534
Subject Index 540