

Contents

Preface	v
A Matrix of Cases and Relevant Chapters of Several Major Consumer Behavior Textbooks	vi
About the Contributors	ix
part 1	
Student Guidelines to Using the Case Method, <i>Denis F. Healy</i>	1
part 2	
Fundamental Processes in Consumer Behavior	9
1 Attention to and Perception of Market Stimuli	10
Quench Fruit Punch Mix, <i>James M. Clapper</i> , 11	
Stanton Chemical Company, <i>Daniel L. Sherrell</i> , 23	
Lefty's, Ltd., <i>Carter L. Grocott</i> , 29	
2 Consumer Learning	37
Lumpkin's Cosmetics, Inc., <i>M. Wayne DeLozier</i> , 38	
Crampton Auto Sales, Inc., <i>M. Wayne DeLozier</i> , <i>Arch G. Woodside</i> , 41	
Videogames: You Ain't Seen Nothin' Yet, <i>Denis F. Healy</i> , 45	
3 Motivation and Need Arousal	50
The Citizens and Southern National Bank (Part A), <i>Billy J. Silver</i> , 51	

4	Attitude Formation and Change	59
	The Jenn-Air Grill, <i>Donald H. Granbois</i> , 60	
	Sears: Merchant to the Masses, <i>Denis F. Healy</i> , 67	
part 3		
	Influence of the Total Individual	77
5	Personality Traits	78
	Lionel Electronics, Inc., <i>M. Wayne DeLozier</i> , 79	
6	Self Concept	83
	Puriteen Cosmetics, Inc., <i>M. Wayne DeLozier</i> , 84	
7	Life Style	93
	Avon Products, Inc.: For Whom the Belles Toll, <i>Denis F. Healy</i> , 94	
part 4		
	Social Influence on Consumer Behavior	105
8	Cultural and Subcultural Influence	106
	Population Services, Inc., <i>James E. Littlefield, Benson P. Shapiro</i> , 107	
	Johnson Products Company, <i>Denis F. Healy</i> , 115	
9	Social Class Influence	125
	Bailey Cab Company, <i>Andrew C. Ruppel</i> , 126	
10	Reference Group Influence	135
	Mueller Brewery, Inc., <i>M. Wayne DeLozier</i> , 136	
11	Family Influence	139
	Lindbeck Laboratories, Food Products Division: Analyzing the Family Market for a New Breakfast Substitute, <i>Paul S. Hugstad</i> , 140	
12	The Spread of Influence: The Diffusion-Adoption Processes	146
	Prince Tennis Racquet, <i>Andrew C. Ruppel</i> , 147	

Litton Industries: The Adoption and Diffusion of Microwave
Technology, *Paul S. Hugstad*, 156

part 5

Consumer Choice Behavior 163

13 **Retail Store Choice Behavior** 164

Prime Cut Steakhouses, Inc., *Dale M. Lewison*, 165

Ready-Market, Inc., *Gordon L. Wise*, 178

14 **Brand Choice Behavior** 187

Sweetbriar Pharmaceutical, *John F. Willenborg, Robert E. Pitts*,
188

part 6

Marketing Communications 195

15 **Advertising** 196

The Brick Association of North Carolina, *James M. Clapper*, 197

16 **Salesperson-Client Interaction** 210

Retail Selling and Customer Purchasing Behavior: The
Davenport Music Store, *Arch G. Woodside*, 211

Citizens and Southern National Bank: Introducing Customer
Service Banking (Part B), *Billy J. Silver*, 216

part 7

Cross-cultural Buying Behavior 223

17 **Marketing Abroad** 224

Home Products, Inc., *Brian Toyne*, 225

Hardy's and Company, Ltd., *Peter Doyle*, 234

18 **Marketing in the U.S.A.** 243

Bauer-Schmidt, GmbH: Selling in the United States, *Brian
Toyne*, 244

part 8

Complete Analysis of Consumer
Behavior

249

19 Comprehensive Cases**250**

Pathcom, Inc. and the CB Market: Even the Smokey's a Good

Buddy in the Bodacious World of CB, *Denis F. Healy*, 251The New Car Dilemma, *John F. Willenborg*, 262Managerial Use of Behavioral Concepts: Its Interface with
Consumer Protection, *Creighton Frampton*, 269The Second National Bank of Capital City: The Impact of Store
Choice Behavior on the Adoption of Service Innovations,
Dale M. Lewison, Roger Cannaday, 274Marketing the Marketing Club, *Denis F. Healy*, 287