

PEARSON
mymarketinglab™

mymarketinglab (www.pearsonglobaleditions.com/mymarketinglab) gives you the opportunity to test yourself on key concepts and skills, track your own progress through the course, and use the personalized study plan activities—all to help you achieve success in the classroom.

Features include:

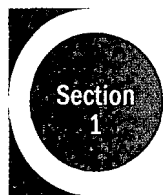
- © **Personalized study plans**—Pretests and posttests with remediation activities directed to help you understand and apply the concepts where you need the most help,
- **Self-assessments**—Prebuilt self-assessments give you the chance to test your understanding.
- **Interactive elements**—You can discover consumer behavior through the online e-book, where you can search for specific keywords or page numbers, highlight specific sections, enter notes right on the e-book page, print reading assignments with notes for later review, complete critical-thinking exercises based on advertisements in the text, view videos with discussion questions, answer online end-of-chapter activities, and much more.
- **iQuizzes**—Study anytime, anywhere: iQuizzes contain questions specifically created for the iPod screen and work on any color-screen iPod.

Find out more at www.pearsonglobaleditions.com/mymarketinglab

You have the option to purchase this supplement stand-alone or in a valuepack with this Consumer Behavior textbook. Please contact your local Pearson sales representative for more information.

CONTENTS

About the Author 13
Preface 17
Acknowledgments 23



Consumers in the Marketplace 29

Chapter 1: Consumers Rule 30

Consumer Behavior: People in the Marketplace 32

What Is Consumer Behavior? 33
Consumer Behavior Is a Process 34
Consumer Behavior Involves Many Different Actors 34

Consumers' Impact on Marketing Strategy 35
Consumers Are Different! How We Divide Them Up 35

Marketing's Impact on Consumers 41
Popular Culture 41
Consumer-Generated Content 42
What Does It Mean to Consume? 43
The Global Consumer 44
Virtual Consumption and the Power of Crowds 46
Blurred Boundaries: Marketing and Reality 48

Marketing Ethics and Public Policy 49
Needs and Wants: Do Marketers Manipulate Consumers? 51
Are Advertising and Marketing Necessary? 52
Do Marketers Promise Miracles? 53
Public Policy and Consumerism 54

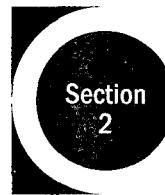
The Dark Side of Consumer Behavior 59
Consumer terrorism 60
Addictive Consumption 60-
Compulsive Consumption 62
Consumed Consumers\63
Illegal Activities 63

Consumer Behavior as a Field of Study 65
Where Do We Find Consumer Researchers? 66
Interdisciplinary Influences on the Study of Consumer Behavior 66

Should Consumer Research Have an Academic or an Applied Focus? 67
Two Perspectives on Consumer Research 68

Taking It from Here: The Plan of the Book 69

Chapter Summary 70
Key Terms 71
Review 72
Consumer Behavior Challenge 72
Case Study 74
Notes 75



Consumers as Individuals 79

Chapter 2: Perception 80

Sensory Systems 82
Hedonic Consumption and the Design Economy 84

Exposure 94
Sensory Thresholds 94
Subliminal Perception 99

Attention 100
Personal Selection Factors 102
Stimulus Selection Factors 103

Interpretation 105
The Eye of the Beholder: Interpretational Biases 108
Semiotics: The Symbols Around Us 109

Chapter Summary 112
Key Terms 113
Review 113
Consumer Behavior Challenge 114
Case Study 114
Notes 115

Chapter 3: Learning and Memory 118

Learning 120

- Behavioral Learning Theories* 120
- Marketing Applications of Classical Conditioning Principles* 123
- Cognitive Learning Theory* 128

Memory 131

- How Our Brains Encode Information* 132 •
- Types of Meaning* 132
- Memory Systems* 133
- How Our Memories Store Information* 134
- How We Retrieve Memories When We Decide What to Buy* 137
- What Makes Us Forget?* 138
- How We Measure Consumers' Recall of Marketing Messages* 142
- Bittersweet Memories: The Marketing Power of Nostalgia* 145

Chapter Summary 146

Key Terms 147

Review 147

Consumer Behavior Challenge 147

Case Study 148

Notes 149

Chapter 4: Motivation and Values 152

The Motivation Process: Why Ask Why? 154

- Motivational Strength* 155
- Needs Versus Wants* 158
- How Do Our Needs Influence What We Buy?* 160

Consumer Involvement 163

- Levels of Involvement: From Inertia to Passion* 164
- The Many Faces of Involvement* 166

Values 172

- Core Values* 173 «
- How Do Values Link to Consumer Behavior?* 176
- Conscientious Consumerism: A New American Core Value?* 180 ""*?
- Materialism: "He Who Dies with the Most Toys, Wins"* 182

Chapter Summary 184

Key Terms 185

Review 185

Consumer Behavior Challenge 185

Case Study 186

Notes 187 .. • . •

Chapter 5: The Self 190

What Is the Self? 192

- Does the Self Exist?* 192
- Self-Concept* 193
- Fantasy: Bridging the Gap Between the Selves* 194
- Self-Consciousness* 198
- Consumption and Self-Concept* 199

Sex Roles 205

- Gender Differences in Socialization* 206
- Female Sex Roles* 210
- Male Sex Roles* 212
- Gay, Lesbian, Bisexual, and Transgender (GLBT) Consumers* 216

Body Image 218

- Ideals of Beauty* 218
- Working on the Body* 225
- Body Image Distortions* 229

Chapter Summary 230

Key Terms 231

Review 231

Consumer Behavior Challenge 231

Case Study 232

Notes 233

Chapter 6: Personality and Lifestyles 238

Personality 240

- Consumer Behavior on the Couch: Freudian Theory* 240
- Neo-Freudian Theories* 244
- Trait Theory* 246

Brand Personality 247

Lifestyles and Psychographics 252

- Lifestyle: Who We Are, What We Do* 252
- Lifestyles as Group Identities* 254
- Products Are the Building Blocks of Lifestyles* 256
- Psychographics* 259
- Psychographic Segmentation Typologies* 265
- Geodemography* 268
- Behavioral Targeting* 273

Chapter Summary 274

Key Terms 274

Review 275

Consumer Behavior Challenge 275

Case Study 276

Notes 277

Chapter 7: Attitudes and Persuasion 280

The Power of Attitudes 282

The ABC Model of Attitudes 283
Hierarchies of Effects 283

How Do We Form Attitudes? 285

All Attitudes Are Not Created Equal 285
The Consistency Principle 286
Self-Perception Theory 288
Social Judgment Theory 288
Attitude Models 290
Do Attitudes Predict Behavior? 293
Trying to Consume 296

How Do Marketers Change Attitudes? 297

Decisions, Decisions: Tactical Communications Options 297
The Elements of Communication 298
An Updated View: Interactive Communications 298
New Message Formats 300
The Source 301
The Message 306
Types of Message Appeals 309
The Message as Art Form: Metaphors Be with You 313
The Source Versus the Message: Do We Sell the Steak or the Sizzle? 315

Chapter Summary 317

Key Terms 318

Review 318

Consumer Behavior Challenge 319

Case Study 320

Notes 321

Mintel Section 2: General Instructions for the Mintel Memo and Dataset Exercises 326

Steps in the Decision-Making Process 336

Problem Recognition 336
Information Search 337
Do We Always Search Rationally? 339
Mental Accounting: Biases in the Decision-Making Process 340
How Do We Decide Among Alternatives? 346
Product Choice: How Do We Select from the Alternatives? 351
Neuromarketing: How Your Brain Reacts to Alternatives 352
Cybermediaries 353
Heuristics: Mental Shortcuts 355-
Do We Choose Familiar Brand Names Because of Loyalty or Habit? 358

Chapter Summary 362

Key Terms 363

Review 363

Consumer Behavior Challenge 364

Case Study 365

Notes 366

Chapter 9: Buying and Lifestyles 320

Situational Effects on Consumer Behavior 372

Our Social and Physical Surroundings 374

The Shopping Experience 380

When the Going Gets Tough, the Tough Go Shopping 381
E-Commerce: Clicks Versus Bricks 382
Retailing as Theater 383
Store Image 386
Atmospherics 387
In-Store Decision Making 388
The Salesperson: A Lead Role in the Play 392

Postpurchase Satisfaction 393

Just What Is Quality? 393
What Can We Do When We're Dissatisfied? 395
TQM: Going to the Gemba 396

Product Disposal 397

Disposal Options 397
Lateral Cycling: Junk Versus "Junk" 398

Chapter Summary 399

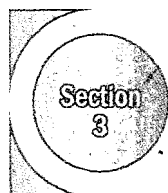
Key Terms 400

Review 400

Consumer Behavior Challenge 400

Case Study 402

Notes 402



Consumers as Decision

Why Are We Problem Solvers?

We Are Problem Solvers 332

Perspectives on Decision-Making 333
Types of Consumer Decisions 334

Reference Groups 408
When Are Reference Groups Important? 408
Types of Reference Groups 411
Conformity 417

Opinion Leadership 418 ^
How Influential Is an Opinion Leader? 418
Types of Opinion Leaders 419
How Do We Find Opinion Leaders? 421

Word-of-Mouth Communication 424
Negative WOM and the Power of Rumors 426
Cutting-Edge WOM Strategies 427

Chapter Summary 436
Key Terms 437
Review 437
Consumer Behavior Challenge 438
Case Study 439
Notes 440

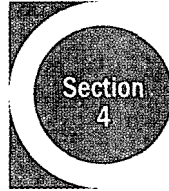
Chapter 11: Organizational and Household

Organizational Decision Making 446
Organizational Decision Making 446
B2B E-Commerce 450

The Family 451
The Modern Family 452
Animals Are People Too! Nonhuman Family Members 453
The Family Life Cycle 455
The Intimate Corporation: Family-Decision Making 458
Sex Roles and Decision-Making Responsibilities 459
Heuristics in Joint Decision Making 463

Children as Decision Makers: Consumers-in-Training 465
Consumer Socialization 466 -
Sex-Role Socialization 468 ?
Cognitive Development 468
¹ *Marketing Research and Children* 469

Chapter Summary 471
Key Terms 472 A
Review 472
Consumer Behavior Challenge 473
Case Study 474
Notes 475
Alintel-Section 3: Mintel Memo and Dataset Exercise 479



Consumers and Subcultures 481

Chapter 12: Income and Social Class_482

Consumer Spending and Economic Behavior 484
Income Patterns 484
To Spend or Not to Spend, That Is the Question 484

Social Class Structure 487
Pick a Pecking Order 487
Class Structure in the United States 490
Class Structure Around the World 491

Social Class and Consumer Behavior 494
Components of Social Class 495
Status Symbols 501
How Do We Measure Social Class? 505

Chapter Summary 508
Key Terms 509
Review 509
Consumer Behavior Challenge 510
Case Study 510
Notes 511 ^

Chapter 13: Ethnic, Racial,

Subcultures, Micrcultures, and Consumer Identity 516
Ethnic and Racial Subcultures 517
The "Big Three" American Subcultures 525

Religious Subcultures 530
How Religion Influences Consumption 530
Born-Again Consumers 531

Chapter Summary 532
Key Terms 532
Review 533
Consumer Behavior Challenge 533
Case Study 534
Notes 535

Age and Consumer Identity 540

The Youth Market 542

Teen Values, Conflicts, and Desires 543

Gen Y 544

How Do We Research the Youth Market? 548

Gen X 549

The Mature Market 550

Baby Boomers 551

The Gray Market 553

Gray Power: Seniors' Economic Clout 553

Perceived Age: You're Only as Old as You Feel 554

How Should Marketers Talk to Seniors? 555

How Can We Segment Seniors? 557

Chapter Summary 558

Key Terms 559

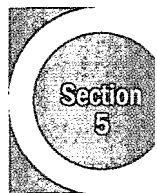
Review 559

Consumer Behavior Challenge 559

Case Study 560

Notes 561

Mintel Section 4: Mintel Memo and Dataset Exercise 563



and Culture 565

Chapter 15: Cultural Influences

What Is Culture? 568

Cultural Stories and Ceremonies 571

Myths 572

Rituals 576

Sacred and Profane Consumption 587

*Sacralizatibn** 587

Domains of Sacred Consumption 588

From Sacred to Profane, and Back Again 591

Chapter Summary 592

Key Terms 593

Review 593

Consumer Behavior Challenge 593

Case Study 594

Notes 595

Chapter 16: Global Consumer Culture 598.

Where Does Popular Culture Come From? 600

How Do We Know What's "In?" 603

High Culture and Popular Culture 606

Reality Engineering 608

The Diffusion of Innovations 613

How Do We Decide to Adopt an Innovation? 613

Behavioral Demands of Innovations 615

Prerequisites for Successful Adoption 616

The Fashion System 617

Cultural Categories 617

Behavioral Science Perspectives on Fashion 619

Cycles of Fashion Adoption 621

Global Diffusion 627

*Think Globally, Act Locally*¹ 628

Cultural Differences Relevant to Marketers 629

Does Global Marketing Work? 631

The Diffusion of Consumer Culture 632

Emerging Consumer Cultures in Transitional Economies 632

Chapter Summary 635

Key Terms 636

Review 636

Consumer Behavior Challenge 637

Case Study 638

Notes 638

Mintel Section 5: Mintel Memo and Dataset Exercise 643

Glossary 645

Index 657