

Contents

Part One

Introduction 1

CHAPTER ONE

Consumer Behavior and Marketing Strategy 3

Applications of Consumer Behavior	8
<i>Marketing Strategy</i>	8
<i>Regulatory Policy</i>	9
<i>Social Marketing</i>	9
<i>Informed Individuals</i>	9
Marketing Strategy and Consumer Behavior	10
Market Analysis Components	14
The Consumers	14
<i>The Company</i>	14
<i>The Competitors</i>	15
<i>The Conditions</i>	15
Market Segmentation	15
<i>Product-Related Need Sets</i>	16
<i>Customers with Similar Need Sets</i>	17
<i>Description of Each Group</i>	17
<i>Attractive Segment(s) to Serve</i>	18
Marketing Strategy	18
<i>The Product</i>	19
<i>Communications</i>	20
<i>Price</i>	21
<i>Distribution</i>	21
<i>Service</i>	21
Consumer Decisions	22
Outcomes	22
<i>Firm Outcomes</i>	22
<i>Individual Outcomes</i>	23
<i>Society Outcomes</i>	24

The Nature of Consumer Behavior	25
<i>External Influences</i>	27
<i>Internal Influences</i>	28
<i>Self-Concept and Lifestyle</i>	28
<i>Situations and Consumer Decisions</i>	28
The Meaning of Consumption	29
Summary	31

Part Two

External Influences 35

CHAPTER TWO

Cross-Cultural Variations in Consumer Behavior 37

The Concept of Culture	40
Variations in Cultural Values	43
<i>Other-Oriented Values</i>	44
<i>Environment-Oriented Values</i>	50
<i>Self-Oriented Values</i>	52
Cultural Variations in Nonverbal Communications	55
<i>Time</i>	56
<i>Space</i>	58
<i>Symbols</i>	59
<i>Friendship</i>	61
<i>Agreements</i>	62
<i>Things</i>	62
<i>Etiquette</i>	63
<i>Conclusions on Nonverbal Communications</i>	63
Global Cultures	64
<i>A Global Teenage Culture?</i>	64
Global Demographics	65

Cross-Cultural Marketing Strategy	67
<i>Considerations in Approaching a Foreign Market</i>	68
Summary	71
CHAPTER THREE	
The Changing Society: Values	81
Changes in Cultural Values	85
<i>Self-Oriented Values</i>	87
<i>Environment-Oriented Values</i>	90
<i>Other-Oriented Values</i>	93
Marketing Strategy and Values	98
<i>Green Marketing</i>	98
<i>Cause-Related Marketing</i>	100
<i>Marketing to Gay and Lesbian Consumers</i>	102
<i>Gender-Based Marketing</i>	105
Summary	112
CHAPTER FOUR	
The Changing American Society: Demographics and Social Stratification	121
Demographics	123
<i>Population Size and Distribution</i>	125
<i>Occupation</i>	127
<i>Education</i>	129
<i>Income</i>	131
<i>Age</i>	135
Understanding American Generations	139
<i>The Pre-Depression Generation</i>	139
<i>Depression Generation</i>	141
<i>Baby Boom Generation</i>	142
<i>Generation X, USA</i>	144
<i>Generation Y, USA</i>	146
<i>Millennials</i>	149
Social Stratification	149
Social Structure in the United States	151
<i>Upper Americans</i>	151
<i>Middle Americans</i>	155
<i>Lower Americans</i>	156
The Measurement of Social Class	159
<i>Demographics or Social Status?</i>	165
Social Stratification and Marketing Strategy	165
Summary	167

CHAPTER FIVE**The Changing Society:
Subcultures 177**

The Nature of Subcultures	178
Ethnic Subcultures	179
African Americans	183
<i>Consumer Groups</i>	184
<i>Media Usage</i>	185
<i>Marketing to African Americans</i>	185
Hispanics	188
<i>Identification with Traditional Hispanic Culture</i>	190
<i>Marketing to Hispanics</i>	192
Asian Americans	195
<i>Consumer Groups</i>	196
<i>Marketing to Asian Americans</i>	197
Native Americans	199
Asian-Indian Americans	199
Arab Americans	200
Religious Subcultures	200
<i>Christian Subcultures</i>	203
<i>Non-Christian Subcultures</i>	205
Regional Subcultures	208
Summary	209

CHAPTER SIX**The Society: Families and Households 217**

The Nature of American Households	219
<i>Types of Households</i>	219
The Household Life Cycle	222
Marketing Strategy Based on the Household Life Cycle	230
Family Decision Making	232
<i>The Nature of Family Purchase Roles</i>	232
<i>Determinants of Family Purchase Roles</i>	235
<i>Conflict Resolution</i>	235
<i>Conclusions on Family Decision Making</i>	236
Marketing Strategy and Family Decision Making	236
Consumer Socialization	238
<i>The Ability of Children to Learn</i>	238
<i>The Content of Consumer Socialization</i>	238

<i>The Process of Consumer Socialization</i>	239
<i>The Supermarket as a Classroom</i>	241
Marketing to Children	242
Summary	244

CHAPTER SEVEN

Group Influences on Consumer Behavior 251

Types of Groups	252
<i>Consumption Subcultures</i>	255
<i>Brand Communities</i>	256
Reference Group Influences on the Consumption Process	259
<i>The Nature of Reference Group Influence</i>	260
<i>Degree of Reference Group Influence</i>	261
Marketing Strategies Based on Reference Group Influences	263
<i>Personal Sales Strategies</i>	264
<i>Advertising Strategies</i>	264
Communications within Groups and Opinion Leadership	266
<i>Situations in Which Opinion Leadership Occurs</i>	267
<i>Opinion Leader Characteristics</i>	268
<i>Marketing Strategy and Opinion Leadership</i>	270
Diffusion of Innovations	274
<i>Categories of Innovations</i>	274
<i>Diffusion Process</i>	276
<i>Marketing Strategies and the Diffusion Process</i>	281
Summary	283

■ PART TWO CASES 291

2-1 Norelco's Advantage Razor Introduction	291
2-2 Crest Rejuvenating Effects	293
2-3 Tony the Tiger Goes Global	294
2-4 Wal-Mart Enters China	296
2-5 Skoda's U.K. Turnaround Attempt	298
2-6 McDonald's Social Responsibility Report	299
2-7 Dixon Ticonderoga's Prang Soybean Crayon	300
2-8 The Mosquito Magnet	301

2-9 Marketing Seasoning Sauces to African Americans and Hispanics	302
2-10 Fighting Obesity in Kids	303
2-11 Rambir Singh and His Family: Buying Insurance (Part A)	304
2-12 Rambir Singh and His Family: Buying Insurance (Part B)	307

Part Three Internal Influences 309

CHAPTER EIGHT

Perception 311

Perception	312
Exposure	313
Attention	316
<i>Stimulus Factors</i>	318
<i>Individual Factors</i>	322
<i>Situational Factors</i>	323
<i>Nonfocused Attention</i>	324
Interpretation	325
<i>Individual Characteristics</i>	326
<i>Situational Characteristics</i>	327
<i>Stimulus Characteristics</i>	329
<i>Interpreting Images</i>	330
<i>Consumer Inferences</i>	331
Perception and Marketing Strategy	332
<i>Retail Strategy</i>	332
<i>Brand Name and Logo Development</i>	332
<i>Media Strategy</i>	334
<i>Advertisements and Package Design</i>	335
<i>Developing Warning Labels and Disclaimers</i>	336
<i>Advertising Evaluation</i>	337
<i>Ethical Concerns</i>	338
Summary	340

CHAPTER NINE

Learning, Memory, and Product Positioning 351

Nature of Learning	352
Learning under Conditions of High and Low Involvement	353

<i>Conditioning</i>	355
<i>Cognitive Learning</i>	359
<i>Summary of Learning Theories</i>	361
General Characteristics of Learning	362
<i>Strength of Learning</i>	362
<i>Extinction</i>	366
<i>Stimulus Generalization</i>	367
<i>Stimulus Discrimination</i>	368
<i>Response Environment</i>	369
Memory	370
<i>Short-Term Memory</i>	370
<i>Long-Term Memory</i>	371
Brand Image and Product Positioning	373
<i>Product Positioning</i>	375
Brand Equity and Brand Leverage	378
Summary	381
CHAPTER TEN	
Motivation, Personality, and Emotion	391
The Nature of Motivation	392
<i>Maslow's Hierarchy of Needs</i>	393
<i>McGuire's Psychological Motives</i>	393
Motivation Theory and Marketing Strategy	400
<i>Discovering Purchase Motives</i>	400
<i>Marketing Strategies Based on Multiple Motives</i>	402
<i>Marketing Strategies Based on Motivation Conflict</i>	404
<i>Do Marketers Create Needs?</i>	404
Personality	405
The Use of Personality in Marketing Practice	407
Emotion	410
<i>Types of Emotion</i>	411
Emotions and Marketing Strategy	411
<i>Emotion Arousal as a Product Benefit</i>	412
<i>Emotion Reduction as a Product Benefit</i>	412
<i>Emotion in Advertising</i>	412
<i>Measuring Emotional Responses</i>	414
Summary	415

CHAPTER ELEVEN

Attitudes and Influencing Attitudes 425

Attitude Components	427
<i>Cognitive Component</i>	427
<i>Affective Component</i>	430
<i>Behavioral Component</i>	430
<i>Component Consistency</i>	431
<i>Measurement of Attitude Components</i>	433
Attitude Change Strategies	435
<i>Change the Cognitive Component</i>	435
<i>Change the Affective Component</i>	436
<i>Change the Behavioral Component</i>	438
Individual and Situational Characteristics That Influence Attitude Change	439
Communication Characteristics That Influence Attitude Formation and Change	441
<i>Source Characteristics</i>	441
<i>Appeal Characteristics</i>	445
<i>Message Structure Characteristics</i>	450
Market Segmentation and Product Development Strategies Based on Attitudes	451
<i>Market Segmentation</i>	451
<i>Product Development</i>	451
Summary	453

CHAPTER TWELVE

Self-Concept and Lifestyle 463

Self-Concept	464
<i>Possessions and the Extended Self</i>	465
<i>Measuring Self-Concept</i>	468
<i>Using Self-Concept to Position Products</i>	468
<i>Marketing Ethics and the Self-Concept</i>	469
The Nature of Lifestyle	471
<i>Measurement of Lifestyle</i>	472
The VALS System	475
<i>The VALS Segments</i>	477
<i>Issues and Uses of VALS</i>	481
Yankelovich's Monitor MindBase	482
Geo-Demographic Analysis (PRIZM)	484
International Lifestyles: Global Scan	486
Summary	488

■ PART THREE CASES 495	
3-1 Levi's Blues	495
3-2 Marketing the California Avocado	496

3-3 Dairy Queen Sells Irradiated Burgers	500
3-4 Kraft's Umbrella Campaign	502
3-5 Revlon for Men?	504
3-6 Made in Mexico	507
3-7 ThirstyDog! and ThirstyCat!	508
3-8 Hardiplank's Pull Strategy	511
3-9 National Campaign to Prevent Teen Pregnancy	512
3-10 Bayer Ibuprofen?	515
3-11 Reviving the T-8	516

Part Four Consumer Decision Process 528

CHAPTER THIRTEEN

Situational Influences 531

The Nature of Situational Influence	532
<i>The Communications Situation</i>	532
<i>The Purchase Situation</i>	534
<i>The Usage Situation</i>	534
<i>The Disposition Situation</i>	534

Situational Characteristics and Consumption Behavior 535

<i>Physical Features</i>	535
<i>Social Surroundings</i>	540
<i>Temporal Perspectives</i>	541
<i>Task Definition</i>	542
<i>Antecedent States</i>	543

Ritual Situations 545

Situational Influences and Marketing Strategy	547
Summary	550

CHAPTER FOURTEEN

Consumer Decision Process and Problem Recognition 559

Types of Consumer Decisions	560
<i>Nominal Decision Making</i>	561
<i>Limited Decision Making</i>	563
<i>Extended Decision Making</i>	563
The Process of Problem Recognition	564
<i>The Nature of Problem Recognition</i>	564
<i>Types of Consumer Problems</i>	567

Uncontrollable Determinants of Problem Recognition	568
Marketing Strategy and Problem Recognition	570
<i>Discovering Consumer Problems</i>	570
<i>Responding to Consumer Problems</i>	572
<i>Helping Consumers Recognize Problems</i>	573
<i>Suppressing Problem Recognition</i>	577
Summary	577

CHAPTER FIFTEEN

Information Search 583

Nature of Information Search	585
Types of Information Sought	586
<i>Evaluative Criteria</i>	586
<i>Appropriate Alternatives</i>	587
<i>Alternative Characteristics</i>	589
Sources of Information	590
<i>Information Search on the Internet</i>	592
Amount of External Information Search	597
Costs versus Benefits of External Search	598
<i>Market Characteristics</i>	599
<i>Product Characteristics</i>	600
<i>Consumer Characteristics</i>	600
<i>Situation Characteristics</i>	602

Marketing Strategies Based on Information Search Patterns 603

<i>Maintenance Strategy</i>	603
<i>Disrupt Strategy</i>	603
<i>Capture Strategy</i>	604
<i>Intercept Strategy</i>	605
<i>Preference Strategy</i>	605
<i>Acceptance Strategy</i>	606

Summary 607

CHAPTER SIXTEEN

Alternative Evaluation and Selection 617

How Consumers Make Choices	618
<i>Affective Choice</i>	619
<i>Attribute-Based versus Attitude-Based Choice Processes</i>	622
Evaluative Criteria	624
<i>Nature of Evaluative Criteria</i>	624
<i>Measurement of Evaluative Criteria</i>	627

Individual Judgment and Evaluative Criteria	630
<i>Accuracy of Individual Judgments</i>	630
<i>Use of Surrogate Indicators</i>	630
<i>Evaluative Criteria, Individual Judgments, and Marketing Strategy</i>	632
Decision Rules for Attribute-Based Choices	632
<i>Conjunctive Decision Rule</i>	634
<i>Disjunctive Decision Rule</i>	634
<i>Elimination-by-Aspects Decision Rule</i>	636
<i>Lexicographic Decision Rule</i>	637
<i>Compensatory Decision Rule</i>	639
<i>Summary of Decision Rules</i>	640
Summary	640

CHAPTER SEVENTEEN

Outlet Selection and Purchase 649

Outlet Choice versus Product Choice	650
The Retail Scene	651
<i>Internet Retailing</i>	653
<i>Store-Based Retailing</i>	657
Attributes Affecting Retail Outlet Selection	660
<i>Outlet Image</i>	660
<i>Retailer Brands</i>	662
<i>Retail Advertising</i>	663
<i>Outlet Location and Size</i>	665
Consumer Characteristics and Outlet Choice	666
<i>Perceived Risk</i>	666
<i>Shopping Orientation</i>	668
In-Store Influences that Affect Brand Choices	669
<i>The Nature of Unplanned Purchases</i>	669
<i>Point-of-Purchase Displays</i>	671
<i>Price Reductions and Promotional Deals</i>	671
<i>Outlet Atmosphere</i>	673
<i>Stockouts</i>	676
<i>Website Layout, Functioning, and Requirements</i>	676
<i>Sales Personnel</i>	677
Purchase	677
Summary	678

CHAPTER EIGHTEEN

Postpurchase Processes, Customer Satisfaction, and Customer Commitment 689

Postpurchase Dissonance	691
Product Use and Nonuse	693
<i>Product Use</i>	693
<i>Product Nonuse</i>	696
Disposition	698
<i>Product Disposition and Marketing Strategy</i>	698
Purchase Evaluation and Customer Satisfaction	701
<i>The Evaluation Process</i>	702
Dissatisfaction Responses	705
<i>Marketing Strategy and Dissatisfied Consumers</i>	706
Customer Satisfaction, Repeat Purchases, and Customer Commitment	708
<i>Repeat Purchasers, Committed Customers, and Profits</i>	710
<i>Repeat Purchasers, Committed Customers, and Marketing Strategy</i>	712
Summary	715

■ PART FOUR CASES 726

4-1 Supermarket Shopping in Europe	726
4-2 General Motors' Electric Vehicle—EV1	727
4-3 Is Sears on Target?	728
4-4 Vespa Boutiques	731
4-5 The Most Recognized and Respected Brand in the World?	733
4-6 A Product Failure at Saturn	734
4-7 Online Retailing to Ethnic Subcultures	735
4-8 Increasing Egg Consumption	737
4-9 Encouraging the Early Detection of Diseases	741

Part Five Organizations as Consumers 748

CHAPTER NINETEEN

Organizational Buyer Behavior 751

Organizational Purchase Process	754
---------------------------------	-----

<i>Decision-Making Unit</i>	754
<i>Purchase Situation</i>	756
<i>Steps in the Organizational Decision Process</i>	757
Organizational Culture	763
External Factors Influencing Organizational Culture	763
<i>Firmographics</i>	763
<i>Culture/Government</i>	766
<i>Reference Groups</i>	767
Internal Factors Influencing Organizational Culture	768
<i>Organizational Values</i>	768
<i>Perception</i>	769
<i>Learning</i>	771
<i>Motives and Emotions</i>	771
Summary	772
■ PART FIVE CASES	777
5–1 Mack Trucks' Integrated Communications Campaign	777
5–2 Kenestic, Inc.	779

Part Six Consumer Behavior and Marketing Regulation 783

CHAPTER TWENTY

Marketing Regulation and Consumer Behavior 785

Regulation and Marketing to Children	787
<i>Concerns about the Ability of Children to Comprehend Commercial Messages</i>	787
<i>Concerns about the Effects of the Content of Commercial Messages on Children</i>	789
<i>Controversial Marketing Activities Aimed at Children</i>	792
<i>Children's Online Privacy Issues</i>	796
Regulation and Marketing to Adults	798
<i>Marketing Communications</i>	798
<i>Product Issues</i>	806
<i>Pricing Issues</i>	807
Summary	807
■ PART SIX CASES	815
6–1 Walt Disney Internet Group Privacy Policy for Kids under 13	815
6–2 Safer Cigarettes?	817
Appendix A Consumer Research Methods	819
Appendix B Consumer Behavior Audit	827
Subject Index	833