Walkthrough

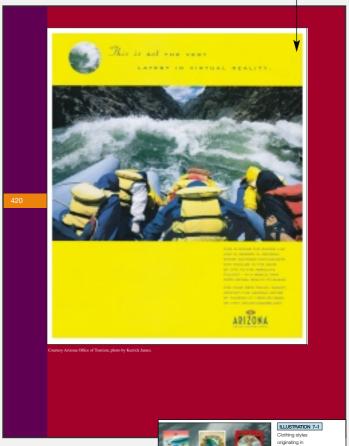
KNOWING CON-SUMER BEHAVIOR

Marketing attempts to influence the way consumers behave. These attempts have implications for the organizations making the attempt, the consumers they are trying to influence, and the society in which these attempts occur. We are all consumers: the authors of this book are consumers, as is everyone reading this text, and we are all members of society, so consumer behavior, and attempts to influence it, are critical to all of us. This text is designed to provide an understanding of consumer behavior. This understanding can make us better consumers, better marketers, and better citizens.

Throughout the text, we present examples that illustrate the objectives of specific marketing activities. By studying these examples and the principles on which they are based, one can develop the ability to discern the underlying logic of the marketing activities encountered daily. Given the time and energy we devote to consuming, we should strive to be good at it, and a knowledge of consumer behavior can be used to enhance our ability to consume wisely.

Opening Vignette

The chapter openers feature vignettes that focus on practical examples that introduce the consumer behavior concepts covered in the chapter.



Illustrations

Print ads, web pages, storyboards, and photos of point-of-purchase displays and packages appear throughout the text.



Ciothing styles originating in consumption subcultures for functional or symbolic reasons are often adopted by other groups as well. Surfers have initiated several styles that gained widespread popularity.

trations in ad by Rick Rietveld; advertising design and layout by Rickeld: © Rietveld 11SA

Part-Ending Cases

There are cases at the end of each major section of the text that can be approached from a variety of angles. They can be utilized for class discussion, more intense efforts of analysis, or as the basis for a term project.

Self-Concept and Lifestyle

- A marketing study identified five consumer lifestyles in relation to outdoor activities.1 Each of these lifestyles is described briefly below.
- · Excitement-seeking competitives (16 percent). Like risk, some danger, and competition, though they also like social and fitness benefits. Participate in team and individual competitive sports. Half belong to a sports club or team.

 • Health-conscious sociables Median age of 32, two-thirds are male. Upper-middle class, and about half are single.
- Getaway actives (33 percent). Like the opportunity to be alone or experience nature. Active in camping, fishing, and

birdwatching. on families or use outdoor r stress. Median age of 35, equally divided between men and women.

- Fitness-driven (10 percent). Engage in outdoor activities strictly for fitness benefits. Walking, bicycling, and jogging are popular activities. Upscale economically. Median age of 46. over half are women.
- (33 percent). Relatively inactive despite stated health concerns Most involved with spectator activities such as sightseeing. driving for pleasure, visiting zoos, and so forth. Median age 49,

Consumer Insight

Cognitive Age: As Young as You Feel?

One's age is a chronological fact but, more important. a social construct.²³ That is, the time that has passe since one's birth is directly observable and uniform. However, the meaning of age, how it is perceived, the behaviors and attitudes expected at differing ages, how one feels about aging, and so forth are constructed by cultures and within cultures by

of my life. I'm in the first chapter of a whole new

This quote reflects the increasingly recognized fact that, in the United States at least, as consumers' chronological age increases, their subjective or cogni-tive age lags behind. In fact, for older consumers, cognitive age is often 10 to 15 years less than chronologi

Respondents are asked to indicate a decade for each question (20s, 30s, 40s, etc.). The midpoint of the decade given in response to each question is used to compute an average age based on the four responses This is one's cognitive age. Though both the adequacy of this operationalization and the validity of the concept itself have been challenged, it is gaining widespread

While cognitive age varies with chronological age, it is also influenced by such factors as one's health education, income, and social support—the more of each, the lower the cognitive age. In turn, it affects a wide range of attitudes and consumption behaviors.

Cognitive age, while an artificial concept, is one with which people readily identify. Consumers have no trouble indicating how old they feel rather than how old

Consumer Insight

These boxed discussions provide an indepth look at a particularly interesting consumer study or marketing practice.

Ethical/Social Issues

The discussions regarding the numerous ethical issues facing marketers are highlighted in the margin throughout the text.

4–1

Cases

What Are the Ethical Implications of Marketing This Product in This Country? All marketing programs should be evaluated on ethical as well as financial dimensions. As discussed at the beginning of the chapter, international marketing activities raise many ethtical issues. The ethical dimension is particularly important and complex in marketing to Third World and developing countries. Consider Kellogg's attempt to introduce cold cereal as a breakfast food in Brazil. The following questions represent the type of ethical analysis

- If we succeed, will the average nutrition level be increased or decreased?

 If we succeed, will the funds spent on cereal be diverted from other uses with more beneficial long-term impacts for the individuals or society?

 If we succeed, what impact will this have on the local producers of currently consumed breakfast producers?

DDB Needham Lifestyle **Data Analysis**

Each relevant chapter poses a series of questions geared toward helping students increase their data analysis skills as well as their understanding of consumer behavior.

DDB NEEDHAM LIFESTYLE DATA ANALYSES

- 1. Use the DDB Needham data to determine the characteristics of likely innovators for the following. Why is this the case? What are the marketing implications?
- b. New products in general
- Based on the DDB Needham data, what characterizes one who is likely to be an opinion
- leader for new movies? Why is this the case? What are the marketing implications?
- 3. What characterizes one who is likely to be a late adopter or laggard for many items (see Tables 1a, 2a, 3a, 4a, 5a, 6a, and 7a)? Why is this the case? What are the marketing implications?

- Interview five other students and identify three consumer problems they have recognized recently. For each problem, determine a. The relative importance of the problem. b. How the problem occurred. c. What caused the problem (i.e., change in desired or actual states). d. What action they have taken. e. What action is planned to resolve each problem.

- repeat purchases. What characteristics, if any, distinguish the brand loyal products from the repeat products? 31. Find and describe an advertisement or point-of-
- purchase display that attempts to influence the timing of problem recognition. Evaluate its likely
- Using two consumers from a relevant market seg ment, conduct an activity analysis for an activity that interests you. Prepare a report on the market

End-of-Chapter Materials

At the end of each chapter are a series of learning tools including Internet Exercises, Review Questions, Discussion Questions, and Application Activities.