

Walkthrough

KNOWING CONSUMER 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.



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Courtesy Arizona Office of Tourism; photo by Kerick James.

Illustrations

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



ILLUSTRATION 7-1
Clothing 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.

Illustration in ad by Rick Rietveld; advertising design and layout by Rick Hill, © Rietveld, USA.

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.

Cases

part two

2-1 Norelco's Advantage Razor Introduction

While electric razors represent a \$400 million market, less than a third of U.S. males use electric shavers, and only one in seven females use them. Norelco dominates the men's segment, followed by Remington, Braun, and Panasonic.

In the early 1990s, electric razor marketers sharply increased their marketing efforts, but this had little impact on electric razors' share of shavers. In fact, the percentage of both men and women using electric razors declined slightly between 1991 and 1993. By 1996, Norelco had well over 50 percent of the \$400 million plus electric market. In late 1996, Pat Dingley, Norelco's president, described the firm's new approach:

In 1996, Philips Electronics, Norelco's parent company, made two major moves. First, it focused Norelco strictly on men's products. Women's electric razors and other products targeting women were redesigned and introduced under the Philips Personal Care name.

Norelco then launched a new flagship razor, the Advantage. The Advantage has a Nivea for Men shaving lotion cartridge built inside the razor chamber. This unique system dispenses the lotion while shaving, offering a wet shave experience without the hassle associated with water and lather. The razor comes with five lotion cartridges, can be used wet or dry, and can be rinsed clean with tap water.

Self-Concept and Lifestyle

chapter 12

■ A marketing study identified five consumer lifestyles in relation to outdoor activities.¹ Each of these lifestyles is described briefly below.

- **Excitement-seeking competitiveness** (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. 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. Spend time on families or friends. Use outdoor recreation.

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.
- **Health-conscious sociables** (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, two-thirds are female.

Ethical/Social Issues

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

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 ethical 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 that should go into such a decision:

- 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 products?

Consumer Insight

4-1

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 passed 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 individuals.

I'm not my mother's 52. I'm not in the second half of my life. I'm in the first chapter of a whole new book.

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

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 use in marketing.

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 they "are."

Consumer Insight

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

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

- 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?
 - Foods
 - 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?
- 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?

APPLICATION ACTIVITIES

- Interview five other students and identify three consumer problems they have recognized recently. For each problem, determine
 - The relative importance of the problem.
 - How the problem occurred.
 - What caused the problem (i.e., change in desired or actual states).
 - What action they have taken.
 - What action is planned to resolve each problem.
- repeat purchases. What characteristics, if any, distinguish the brand loyal products from the repeat products?
- Find and describe an advertisement or point-of-purchase display that attempts to influence the timing of problem recognition. Evaluate its likely effectiveness.
- Using two consumers from a relevant market segment, 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.