

# Preface

We are delighted that so many instructors and students have found our book useful for teaching and learning the fascinating field of consumer behavior. We appreciate their sentiments that our book does the best job of integrating consumer behavior into the marketing curriculum. Since the objective of the book is to give students the knowledge and skills necessary to perform useful consumer analyses for developing effective marketing strategies, we are encouraged that the book is accomplishing its objective.

The ninth edition of *Consumer Behavior and Marketing Strategy* continues to reflect our belief that the Wheel of Consumer Analysis is a powerful tool not only for organizing consumer behavior knowledge but also for understanding consumers and for guiding the development of successful marketing strategies. In fact, it has been used by marketing consultants and practitioners to do so. The four major parts of the Wheel of Consumer Analysis are consumer affect and cognition, consumer behavior, consumer environment, and marketing strategy. Each of these components is the topic of one of the four major sections of this book.

After Section One, which provides an overview of the model, Section Two discusses affect and cognition, which refers to how consumers think and feel about various things, such as products and brands. Section Three discusses consumer behavior, which refers to the physical actions of consumers, such as purchasing products and brands. Section Four discusses the consumer environment, which is everything external to consumers that influences how they think, feel, and act, such as advertisements or price information. Section Five discusses marketing strategies by which marketing stimuli, such as products, packages, advertisements, sales promotions, stores, Web sites, and price information, are placed in consumer environments to influence consumers' affect, cognition and behavior.



## Text Pedagogy

This book contains a variety of pedagogical aids to enhance student learning and facilitate the application of consumer behavior concepts to marketing practice:

- **Introductory scenarios.** Each chapter begins with an interesting example that discusses a real-world situation involving some aspect of consumer behavior. Then each chapter ends with a “Back To . . .” section that summarizes how the chapter material relates to the opening example. This clearly shows students how the chapter concepts are relevant to marketing strategy decisions. This feature has been very successful in generating student interest and increasing understanding of the chapter material.

## Instructional Aids

- **Examples.** Reviewers have applauded the inclusion of many examples of marketing strategies used by actual companies. These examples demonstrate how marketers use consumer behavior concepts. Also, they increase student interest in the material.
- **Consumer Insights.** Each chapter contains longer examples called Consumer Insights that show the relevance of consumer behavior concepts and give students real-life examples of marketing strategies. All Consumer Insights are referenced in the text but are self-contained for individual study.
- **Key terms and concepts.** We include a list of key terms and concepts and the page on which they are discussed at the end of each chapter to facilitate study of the material. These terms and concepts are also boldfaced within the chapter text.
- **Marketing Strategy in Action.** Each chapter concludes with a case that focuses on consumer analysis issues facing real companies. These short cases help to integrate consumer behavior information into the marketing strategy development process. The discussion questions accompanying the cases can be used for written assignments or to stimulate in-class discussion.
- **Review and discussion questions.** Each chapter contains a series of review and discussion questions that emphasize the understanding and application of chapter material to strategic marketing issues. These can be used for written assignments, in-class discussions, essay exam questions, or student self-study.
- **Notes.** Notes for the most current and useful references and additional sources of information are provided at the end of the book. These sources illustrate and expand on topics in each chapter of the text.
- **Glossary.** The text contains a glossary of key consumer behavior terms. Many of these definitions were previously prepared by the authors for the American Marketing Association's *Dictionary of Marketing Terms*.

Many of the introductory scenarios, Marketing Strategy in Action cases, and Consumer Insight examples are new to this edition or are updated as appropriate. While the previous ones were praised by instructors and students for the insights they provided, the new features are intended to better capture consumer behavior and marketing strategy issues in today's global economy.

The following instructor support materials are available through the Online Learning Center at [www.mhhe.com/peter9e](http://www.mhhe.com/peter9e).

- **Instructor's Manual.** This manual is widely recognized as one of the best ever developed for any marketing or consumer behavior text. It contains a variety of useful information and suggestions for teaching each chapter in the text as well as examples not included in the text. It includes mini-lectures, projects, in-class exercises, notes for the Marketing Strategy in Action cases, and notes for the discussion questions. It is an excellent resource for increasing student interest in and learning of consumer behavior.
- **Test Bank.** The revised Test Bank consists of over 1000 multiple-choice, true/false and essay questions. Answers, page references, and degree of difficulty for the questions are included. The Test Bank has been thoroughly reviewed to ensure a reliable, high-quality test item set.
- **PowerPoint Presentation.** PowerPoint presentation slides of exhibits from the text and from other sources enhance lectures and discussions.

For students, the Online Learning Center offers self-grading quizzes and chapter review materials.

## Acknowledgments

We are indebted to the many people who contributed to the development of the current and previous editions of this book. First, we thank our professors, colleagues, and students for their contribution to our education. Second, we thank the many consumer behavior researchers whose work is reflected in the pages of this text and the companies whose strategies are used as examples of consumer analysis and marketing strategy development. Third, we thank Laura Hurst Spell, Managing Developmental Editor, and Lori Bradshaw, Developmental Editor, for their encouragement, constructive criticism, and patience throughout the preparation of this edition. Fourth, we thank Jessica Ames, Nelsa Avallon, Andy James, and Kristen Waltersdorff from Olson Zaltman Associates for their assistance. Finally, we thank the following reviewers of this text for the time, effort, and insights they offered.

### Reviewers for this and Previous Editions

Dr. Ronald J. Adams <i>University of North Florida</i>	Ellen Day <i>University of Georgia</i>	Dr. James Munch <i>University of Texas– Arlington</i>
Dr. Paul J. Albanese <i>Kent State University</i>	Aimee Drolet <i>Anderson School at UCLA</i>	David Nasser <i>George State University</i>
M. Wayne Alexander <i>Moorhead State University</i>	Professor Sunil Erevelles <i>University of California</i>	Walter Nord <i>University of South Florida</i>
Dr. Mark G. Anderson <i>University of Kentucky</i>	Mike Etzel <i>University of Notre Dame</i>	Professor Kathy O'Malley <i>University of Idaho</i>
Dr. Subir Bandyopadhyay <i>McGill University</i>	Andrew M. Forman <i>Hofstra University</i>	Stephanie Oneteo <i>University of Wyoming</i>
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Russell Belk <i>University of Utah</i>	Dr. Ronald Goldsmith <i>Florida State University</i>	Maria Sannella <i>Boston College</i>
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Ray Burke <i>University of Pennsylvania</i>	Dr. Ann T. Kuzma <i>Mankato State University</i>	Cathie H. Tinney <i>University of Texas of the Permian Basin</i>
James Cagley <i>The University of Tulsa</i>	Steven Lysonski <i>Marquette University</i>	Gail Tom <i>California State University</i>
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Dr. David B. Whitlark  
*Brigham Young University*

Tommy E. Whittler  
*University of Kentucky*

Arch Woodside  
*Tulane University*

In addition to the reviewers named above, we also found feedback from individual users of the first eight editions—both instructors and students—to be useful for improving the ninth edition. We continue to value your comments and suggestions for the continuous improvement of this work.

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