

Contents

Part One Introduction 2

CHAPTER ONE

Consumer Behavior and Marketing Strategy 5

Applications of Consumer Behavior	9
<i>Marketing Strategy</i>	9
<i>Regulatory Policy</i>	10
<i>Social Marketing</i>	10
<i>Informed Individuals</i>	10
Marketing Strategy and Consumer Behavior	11
Market Analysis Components	14
The Consumers	15
<i>The Company</i>	15
<i>The Competitors</i>	15
<i>The Conditions</i>	16
Market Segmentation	16
<i>Product-Related Need Sets</i>	17
<i>Customers with Similar Need Sets</i>	18
<i>Description of Each Group</i>	18
<i>Attractive Segment(s) to Serve</i>	18
Marketing Strategy	19
<i>The Product</i>	19
<i>Communications</i>	20
<i>Price</i>	21
<i>Distribution</i>	22
<i>Service</i>	22
Consumer Decisions	22
Outcomes	23
<i>Firm Outcomes</i>	23
<i>Individual Outcomes</i>	24
<i>Society Outcomes</i>	25
The Nature of Consumer Behavior	26
<i>External Influences</i>	28
<i>Internal Influences</i>	29
<i>Self-Concept and Lifestyle</i>	29
<i>Situations and Consumer Decisions</i>	29
The Meaning of Consumption	30
Summary	32

Part Two External Influences 36

CHAPTER TWO

Cross-Cultural Variations in Consumer Behavior 39

The Concept of Culture	42
Variations in Cultural Values	45
<i>Other-Oriented Values</i>	45
<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 American Society: Values 79

Changes in American Cultural Values	80
<i>Self-Oriented Values</i>	81
<i>Environment-Oriented Values</i>	84
<i>Other-Oriented Values</i>	87
Marketing Strategy and Values	89
<i>Green Marketing</i>	89
<i>Cause-Related Marketing</i>	92
<i>Marketing to Gay and Lesbian Consumers</i>	94
<i>Gender-Based Marketing</i>	98
Summary	104

CHAPTER FOUR**The Changing American Society:
Demographics and Social Stratification 111**

Demographics	112
<i>Population Size and Distribution</i>	113
<i>Occupation</i>	113
<i>Education</i>	115
<i>Income</i>	116
<i>Age</i>	118
Understanding American Generations	120
<i>The Pre-Depression Generation</i>	121
<i>Depression Generation</i>	122
<i>Baby Boom Generation</i>	124
<i>Generation X</i>	125
<i>Generation Y</i>	127
<i>Millennials</i>	130
Social Stratification	130
Social Structure in the United States	132
<i>Upper Americans</i>	132
<i>Middle Americans</i>	136
<i>Lower Americans</i>	137
The Measurement of Social Class	140
<i>Demographics or Social Status?</i>	142
Social Stratification and Marketing Strategy	142
Summary	144

CHAPTER FIVE**The Changing American Society:
Subcultures 151**

The Nature of Subcultures	152
Ethnic Subcultures	154
African Americans	157
<i>Consumer Groups</i>	158
<i>Media Usage</i>	159
<i>Marketing to African Americans</i>	159
Hispanics	162
<i>Identification with Traditional Hispanic Culture</i>	164
<i>Marketing to Hispanics</i>	166
Asian Americans	169
<i>Consumer Groups</i>	170
<i>Marketing to Asian Americans</i>	171
Native Americans	173
Asian-Indian Americans	173
Arab Americans	174

Religious Subcultures	175
<i>Christian Subcultures</i>	175
<i>Non-Christian Subcultures</i>	178
Regional Subcultures	180
Summary	181

CHAPTER SIX**The American Society: Families
and Households 189**

The Nature of American Households	191
<i>Types of Households</i>	191
The Household Life Cycle	194
Marketing Strategy Based on the Household Life Cycle	202
Family Decision Making	204
<i>The Nature of Family Purchase Roles</i>	204
<i>Determinants of Family Purchase Roles</i>	207
<i>Conflict Resolution</i>	207
<i>Conclusions on Family Decision Making</i>	208
Marketing Strategy and Family Decision Making	208
Consumer Socialization	210
<i>The Ability of Children to Learn</i>	210
<i>The Content of Consumer Socialization</i>	210
<i>The Process of Consumer Socialization</i>	211
<i>The Supermarket as a Classroom</i>	213
Marketing to Children	214
Summary	216

CHAPTER SEVEN**Group Influences on Consumer
Behavior 223**

Types of Groups	224
<i>Consumption Subcultures</i>	227
<i>Brand Communities</i>	228
Reference Group Influences on the Consumption Process	231
<i>The Nature of Reference Group Influence</i>	232
<i>Degree of Reference Group Influence</i>	233
Marketing Strategies Based on Reference Group Influences	235
<i>Personal Sales Strategies</i>	236
<i>Advertising Strategies</i>	236
Communications within Groups and Opinion Leadership	238
<i>Situations in Which Opinion Leadership Occurs</i>	239

<i>Opinion Leader Characteristics</i>	240
<i>Marketing Strategy and Opinion Leadership</i>	242
<i>Diffusion of Innovations</i>	246
<i>Categories of Innovations</i>	246
<i>Diffusion Process</i>	248
<i>Marketing Strategies and the Diffusion Process</i>	253
Summary	255

■ PART TWO CASES 262

2-1 Norelco's Advantage Razor Introduction	262
2-2 Crest Rejuvenating Effects	264
2-3 Tony the Tiger Goes Global	264
2-4 Wal-Mart Enters China	266
2-5 Skoda's U.K. Turnaround Attempt	267
2-6 McDonald's Social Responsibility Report	268
2-7 Dixon Ticonderoga's Prang Soybean Crayon	270
2-8 The Mosquito Magnet	270
2-9 Marketing Seasoning Sauces to African Americans and Hispanics	271
2-10 Fighting Obesity in Kids	272

Part Three Internal Influences 274

CHAPTER EIGHT Perception 277

Perception	278
Exposure	279
Attention	282
<i>Stimulus Factors</i>	284
<i>Individual Factors</i>	288
<i>Situational Factors</i>	289
<i>Nonfocused Attention</i>	290
Interpretation	291
<i>Individual Characteristics</i>	292
<i>Situational Characteristics</i>	293
<i>Stimulus Characteristics</i>	295
<i>Interpreting Images</i>	296
<i>Consumer Inferences</i>	297
Perception and Marketing Strategy	298
<i>Retail Strategy</i>	298
<i>Brand Name and Logo Development</i>	298
<i>Media Strategy</i>	300

<i>Advertisements and Package Design</i>	301
<i>Developing Warning Labels and Disclaimers</i>	302
<i>Advertising Evaluation</i>	303
<i>Ethical Concerns</i>	305
Summary	306

CHAPTER NINE Learning, Memory, and Product Positioning 315

Nature of Learning	316
Learning under Conditions of High and Low Involvement	317
<i>Conditioning</i>	319
<i>Cognitive Learning</i>	323
<i>Summary of Learning Theories</i>	325
General Characteristics of Learning	326
<i>Strength of Learning</i>	326
<i>Extinction</i>	330
<i>Stimulus Generalization</i>	331
<i>Stimulus Discrimination</i>	332
<i>Response Environment</i>	332
Memory	333
<i>Short-Term Memory</i>	334
<i>Long-Term Memory</i>	335
Brand Image and Product Positioning	337
<i>Product Positioning</i>	339
Brand Equity and Brand Leverage	342
Summary	345

CHAPTER TEN Motivation, Personality, and Emotion 353

The Nature of Motivation	354
<i>Maslow's Hierarchy of Needs</i>	355
<i>McGuire's Psychological Motives</i>	355
Motivation Theory and Marketing Strategy	362
<i>Discovering Purchase Motives</i>	362
<i>Marketing Strategies Based on Multiple Motives</i>	364
<i>Marketing Strategies Based on Motivation Conflict</i>	366
<i>Do Marketers Create Needs?</i>	366
Personality	367
The Use of Personality in Marketing Practice	369
Emotion	372
<i>Types of Emotion</i>	373

Emotions and Marketing Strategy	373
<i>Emotion Arousal as a Product Benefit</i>	374
<i>Emotion Reduction as a Product Benefit</i>	374
<i>Emotion in Advertising</i>	374
<i>Measuring Emotional Responses</i>	376
Summary	377

CHAPTER ELEVEN

Attitudes and Influencing Attitudes 385

Attitude Components	387
<i>Cognitive Component</i>	387
<i>Affective Component</i>	390
<i>Behavioral Component</i>	390
<i>Component Consistency</i>	391
<i>Measurement of Attitude Components</i>	393
Attitude Change Strategies	395
<i>Change the Cognitive Component</i>	395
<i>Change the Affective Component</i>	396
<i>Change the Behavioral Component</i>	398
Individual and Situational Characteristics That Influence Attitude Change	399
Communication Characteristics That Influence Attitude Formation and Change	401
<i>Source Characteristics</i>	401
<i>Appeal Characteristics</i>	405
<i>Message Structure Characteristics</i>	410
Market Segmentation and Product Development Strategies Based on Attitudes	411
<i>Market Segmentation</i>	411
<i>Product Development</i>	411
Summary	413

CHAPTER TWELVE

Self-Concept and Lifestyle 421

Self-Concept	422
<i>Possessions and the Extended Self</i>	423
<i>Measuring Self-Concept</i>	426
<i>Using Self-Concept to Position Products</i>	426
<i>Marketing Ethics and the Self-Concept</i>	427
The Nature of Lifestyle	429
<i>Measurement of Lifestyle</i>	430
The VALS System	433
<i>The VALS Segments</i>	435
<i>Issues and Uses of VALS</i>	439
Yankelovich's Monitor MindBase	440

Geo-Demographic Analysis (PRIZM)	442
International Lifestyles: Global Scan	444
Summary	446

PART THREE CASES 452

3-1 Levi's Blues	452
3-2 Marketing the California Avocado	453
3-3 Dairy Queen Sells Irradiated Burgers	456
3-4 Kraft's Umbrella Campaign	457
3-5 Revlon for Men?	459
3-6 Made in Mexico	461
3-7 ThirstyDog! and ThirstyCat!	463
3-8 Hardiplank's Pull Strategy	464
3-9 National Campaign to Prevent Teen Pregnancy	465
3-10 Bayer Ibuprofen?	468

Part Four

Consumer Decision Process 470

CHAPTER THIRTEEN

Situational Influences 473

The Nature of Situational Influence	474
<i>The Communications Situation</i>	474
<i>The Purchase Situation</i>	476
<i>The Usage Situation</i>	476
<i>The Disposition Situation</i>	476
Situational Characteristics and Consumption Behavior	477
<i>Physical Features</i>	477
<i>Social Surroundings</i>	482
<i>Temporal Perspectives</i>	483
<i>Task Definition</i>	484
<i>Antecedent States</i>	485

Ritual Situations	487
Situational Influences and Marketing Strategy	489
Summary	492

CHAPTER FOURTEEN

Consumer Decision Process and Problem Recognition 499

Types of Consumer Decisions	500
<i>Nominal Decision Making</i>	501
<i>Limited Decision Making</i>	503
<i>Extended Decision Making</i>	503

The Process of Problem Recognition	504
<i>The Nature of Problem Recognition</i>	504
<i>Types of Consumer Problems</i>	507
Uncontrollable Determinants of Problem Recognition	508
Marketing Strategy and Problem Recognition	510
<i>Discovering Consumer Problems</i>	510
<i>Responding to Consumer Problems</i>	512
<i>Helping Consumers Recognize Problems</i>	513
<i>Suppressing Problem Recognition</i>	517
Summary	517

CHAPTER FIFTEEN

Information Search 523

Nature of Information Search	525
Types of Information Sought	526
<i>Evaluative Criteria</i>	526
<i>Appropriate Alternatives</i>	527
<i>Alternative Characteristics</i>	529
Sources of Information	530
<i>Information Search on the Internet</i>	532
Amount of External Information Search	537
Costs versus Benefits of External Search	538
<i>Market Characteristics</i>	539
<i>Product Characteristics</i>	540
<i>Consumer Characteristics</i>	540
<i>Situation Characteristics</i>	542
Marketing Strategies Based on Information Search Patterns	543
<i>Maintenance Strategy</i>	543
<i>Disrupt Strategy</i>	543
<i>Capture Strategy</i>	544
<i>Intercept Strategy</i>	545
<i>Preference Strategy</i>	545
<i>Acceptance Strategy</i>	546
Summary	547

CHAPTER SIXTEEN

Alternative Evaluation and Selection 555

How Consumers Make Choices	556
<i>Affective Choice</i>	557
<i>Attribute-Based versus Attitude-Based Choice Processes</i>	560
Evaluative Criteria	562
<i>Nature of Evaluative Criteria</i>	562
<i>Measurement of Evaluative Criteria</i>	565

Individual Judgment and Evaluative Criteria	568
<i>Accuracy of Individual Judgments</i>	568
<i>Use of Surrogate Indicators</i>	568
<i>Evaluative Criteria, Individual Judgments, and Marketing Strategy</i>	570
Decision Rules for Attribute-Based Choices	570
<i>Conjunctive Decision Rule</i>	572
<i>Disjunctive Decision Rule</i>	572
<i>Elimination-by-Aspects Decision Rule</i>	574
<i>Lexicographic Decision Rule</i>	575
<i>Compensatory Decision Rule</i>	577
<i>Summary of Decision Rules</i>	578
Summary	578

CHAPTER SEVENTEEN

Outlet Selection and Purchase 587

Outlet Choice versus Product Choice	588
The Retail Scene	589
<i>Internet Retailing</i>	591
<i>Store-Based Retailing</i>	595
Attributes Affecting Retail Outlet Selection	598
<i>Outlet Image</i>	598
<i>Retailer Brands</i>	600
<i>Retail Advertising</i>	601
<i>Outlet Location and Size</i>	603
Consumer Characteristics and Outlet Choice	604
<i>Perceived Risk</i>	604
<i>Shopping Orientation</i>	606
In-Store Influences That Affect Brand Choices	607
<i>The Nature of Unplanned Purchases</i>	607
<i>Point-of-Purchase Displays</i>	609
<i>Price Reductions and Promotional Deals</i>	609
<i>Outlet Atmosphere</i>	611
<i>Stockouts</i>	614
<i>Website Layout, Functioning, and Requirements</i>	614
<i>Sales Personnel</i>	615
Purchase	615
Summary	616

CHAPTER EIGHTEEN

Postpurchase Processes, Customer Satisfaction, and Customer Commitment 625

Postpurchase Dissonance	627
Product Use and Nonuse	629
<i>Product Use</i>	629
<i>Product Nonuse</i>	632

Disposition	634
<i>Product Disposition and Marketing Strategy</i>	634
Purchase Evaluation and Customer Satisfaction	637
<i>The Evaluation Process</i>	638
Dissatisfaction Responses	641
<i>Marketing Strategy and Dissatisfied Consumers</i>	642
Customer Satisfaction, Repeat Purchases, and Customer Commitment	644
<i>Repeat Purchasers, Committed Customers, and Profits</i>	646
<i>Repeat Purchasers, Committed Customers, and Marketing Strategy</i>	648
Summary	651
PART FOUR CASES	660
4-1 Supermarket Shopping in Europe	660
4-2 General Motors' Electric Vehicle—EV1	660
4-3 Is Sears on Target?	661
4-4 Vespa Boutiques	664
4-5 The Most Recognized and Respected Brand in the World?	665
4-6 A Product Failure at Saturn	666
4-7 Online Retailing to Ethnic Subcultures	667
4-8 Increasing Egg Consumption	668
4-9 Encouraging the Early Detection of Diseases	672

Part Five Organizations as Consumers 674

CHAPTER NINETEEN

Organizational Buyer Behavior 677

Organizational Purchase Process	680
<i>Decision-Making Unit</i>	680
<i>Purchase Situation</i>	682
<i>Steps in the Organizational Decision Process</i>	683
Organizational Culture	689
External Factors Influencing Organizational Culture	689
<i>Firmographics</i>	689
<i>Culture/Government</i>	692
<i>Reference Groups</i>	693

Internal Factors Influencing Organizational Culture 694

<i>Organizational Values</i>	694
<i>Perception</i>	695
<i>Learning</i>	697
<i>Motives and Emotions</i>	697
Summary	698

PART FIVE CASES 702

5-1 Mack Trucks' Integrated Communications Campaign	702
5-2 Kenestic, Inc.	703

Part Six Consumer Behavior and Marketing Regulation 706

CHAPTER TWENTY

Marketing Regulation and Consumer Behavior 709

Regulation and Marketing to Children	711
<i>Concerns about the Ability of Children to Comprehend Commercial Messages</i>	711
<i>Concerns about the Effects of the Content of Commercial Messages on Children</i>	713
<i>Controversial Marketing Activities Aimed at Children</i>	716
<i>Children's Online Privacy Issues</i>	720
Regulation and Marketing to Adults	722
<i>Marketing Communications</i>	722
<i>Product Issues</i>	730
<i>Pricing Issues</i>	731
Summary	731

PART SIX CASES 738

6-1 Walt Disney Internet Group Privacy Policy for Kids under 13	738
6-2 Safer Cigarettes?	739
Appendix A Consumer Research Methods	741
Appendix B Consumer Behavior Audit	749
Index	755