









Eastern Economy Edition

Consumer Behavior

ninth edition

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Consumer Behavior

NINTH EDITION

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by Leon G. Schiffman and Leslie Lazar Kanuk

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Brief Contents

PART ONE Introduction 2

chapter**one**
› **Consumer Behavior: Its Origin and Strategic Applications 2**

chapter**two**
› **Consumer Research 20**

chapter**three**
› **Market Segmentation 42**

PART TWO The Consumer as an Individual 80

chapter**four**
› **Consumer Motivation 80**

chapter**five**
› **Personality and Consumer Behavior 114**

chapter**six**
› **Consumer Perception 150**

chapter**seven**
› **Consumer Learning 196**

chapter**eight**
› **Consumer Attitude Formation and Change 236**

chapter**nine**
› **Communication and Consumer Behavior 274**

PART THREE Consumers in Their Social and Cultural Settings 310

chapter**ten**
› **Reference Groups and Family Influences 310**

chapter**eleven**
› **Social Class and Consumer Behavior 356**

chapter**twelve**
› **The Influence of Culture on Consumer Behavior 392**

chapter**thirteen**
› **Subcultures and Consumer Behavior 420**

chapter**fourteen**
› **Cross-Cultural Consumer Behavior: An International Perspective 454**

PART FOUR The Consumer's Decision-Making Process 480

chapter**fifteen**
› **Consumer Influence and the Diffusion of Innovations 480**

chapter**sixteen**
› **Consumer Decision Making 524**

› **Cases C-1**

› **Glossary G-1**

› **Index I-1**

Contents

preface xv

PART ONE Introduction 2

chapterone

› **Consumer Behavior: Its Origins and Strategic Applications 2**

development of the marketing concept 4
The marketing concept 5
Implementing the marketing concept 6
Segmentation, targeting, and positioning 6
The marketing mix 7

customer value, satisfaction, and retention 7
Providing customer value 8
Customer satisfaction 9
Customer retention 10

the impact of digital technologies on marketing strategies 11
Challenges marketers face 13

marketing ethics and social responsibility 14

consumer behavior and decision making are interdisciplinary 15
A simplified model of consumer decision making 15

the plan of this book 16
Summary 17
Discussion Questions 18
Exercises 18
Key Terms 18
Notes 18

chaptertwo

› **Consumer Research 20**

consumer research paradigms 22
Quantitative research 22
Qualitative research 22
Combining qualitative and quantitative research findings 22

the consumer research process 23
Developing research objectives 23
Collecting secondary data 24
Designing primary research 26
Data analysis and reporting research findings 37
Conducting a research study 37

ethics in consumer research 38
Summary 39
Discussion Questions 39
Exercises 40
Key Terms 40
Notes 40

chapterthree

› **Market Segmentation 42**

what is market segmentation? 44
Who uses market segmentation? 44
How market segmentation operates 45

bases for segmentation 45
Geographic segmentation 47
Demographic segmentation 48
Psychological segmentation 53
Psychographic segmentation 53
Sociocultural segmentation 54
Use-related segmentation 57
Usage-situation segmentation 60
Benefit segmentation 60
Hybrid segmentation approaches 62

criteria for effective targeting of market segments 75
Identification 76
Sufficiency 76
Stability 76
Accessibility 76

implementing segmentation strategies 76
Concentrated versus differentiated marketing 76
Countersegmentation 77
Summary 77
Discussion Questions 78
Exercises 78
Key Terms 78
Notes 79

PART TWO The Consumer as an Individual 80

chapterfour
› Consumer Motivation 80

motivation as a psychological force 83
Needs 83
Goals 84
Positive and negative motivation 87
Rational versus emotional motives 88
the dynamics of motivation 89
Needs are never fully satisfied 89
New needs emerge as old needs are satisfied 90
Success and failure influence goals 90
Multiplicity of needs and variation of goals 92
Arousal of motives 94
types and systems of needs 97
Hierarchy of needs 97
An evaluation of the need hierarchy and marketing applications 100
A trio of needs 102
the measurement of motives 105
Motivational research 106
Evaluation of motivational research 109
ethics and consumer motivation 109
Summary 110
Discussion Questions 111
Exercises 112
Key Terms 112
Notes 112

chapterfive
› Personality and Consumer Behavior 114

what is personality? 116
The nature of personality 116
theories of personality 117
Freudian theory 117
Neo-Freudian personality theory 120
Trait theory 120
personality and understanding consumer diversity 122
Consumer innovativeness and related personality traits 123
Cognitive personality factors 126
From consumer materialism to compulsive consumption 128
Consumer ethnocentrism: responses to foreign-made products 130
brand personality 133
Brand personification 133
Product personality and gender 135
Product personality and geography 135
Personality and color 135
self and self-image 137
One or multiple selves 138
The extended self 141
Altering the self 141
virtual personality or self 143
Summary 144
Discussion Questions 144
Exercises 145
Key Terms 145
Notes 145

chaptersix
› Consumer Perception 150

elements of perception 152
Sensation 152
The absolute threshold 153
The differential threshold 153
Subliminal perception 155
dynamics of perception 158
Perceptual selection 160
Perceptual organization 163
Perceptual interpretation 167
consumer imagery 170
Product positioning 170
Product repositioning 174
Positioning of services 174
Perceived price 177
Perceived quality 178
Price/quality relationship 183
Retail store image 185
Manufacturers' image 186

perceived risk 187
Perception of risk varies 187
How consumers handle risk 188
ethics and consumer perception 189
Summary 191
Discussion Questions 192
Exercises 192
Key Terms 193
Notes 193

chapter**seven**
› **Consumer Learning** 196
the elements of consumer learning 198
Motivation 199
Cues 199
Response 199
Reinforcement 200
behavioral learning theories 201
Classical conditioning 201
Instrumental conditioning 210
Modeling or observational learning 215
cognitive learning theory 215
Information processing 216
Involvement theory 220
measures of consumer learning 225
Recognition and recall measures 225
ethics and consumer learning 230
Summary 232
Discussion Questions 233
Exercises 233
Key Terms 233
Notes 234

chapter**eight**
› **Consumer Attitude Formation and Change** 236
what are attitudes? 238
The attitude "object" 238
Attitudes are a learned predisposition 238
Attitudes have consistency 238
Attitudes occur within a situation 239
structural models of attitudes 239
Tricomponent attitude model 241
Multiattribute attitude models 244
Theory of trying-to-consume model 246
Attitude-toward-the-ad models 247
attitude formation 249
How attitudes are learned 249
Sources of influence on attitude formation 251
Personality factors 252
strategies of attitude change 253
Changing the basic motivational function 253
Associating the product with a special group, event, or cause 256
Resolving two conflicting attitudes 259
Altering components of the multiattribute model 259
Changing beliefs about competitors' brands 263
The elaboration likelihood model (ELM) 263
behavior can precede or follow attitude formation 263
Cognitive dissonance theory 264
Attribution theory 264
Summary 268
Discussion Questions 269
Exercises 269
Key Terms 270
Notes 270

chapter**nine**
› **Communication and Consumer Behavior** 274
components of communication 276
The sender 277
The receiver 278
The medium 278
The message 278
Feedback 279
the communications process 280
The message initiator (source) 281
The target audience (receivers) 286
Feedback—the receiver's response 288
designing persuasive communications 291
Communications strategy 291
Target audience 292
Media strategy 292
Message strategies 293
Message structure and presentation 295
marketing communication and ethics 302
Precision targeting 302
The contents of promotional messages 303
Summary 305
Discussion Questions 305
Exercises 306
Key Terms 306
Notes 306

PART THREE Consumers in Their Social and Cultural Settings 310

chapter**ten**

› **Reference Groups and Family Influences 310**

what is a group? 312

understanding the power of reference groups 312
- A broadened perspective on reference groups 313
- Factors that affect reference group influence 313

selected consumer-related reference groups 316
- Friendship groups 316
- Shopping groups 316
- Work groups 317
- Virtual groups or communities 317
- Consumer-action groups 319

celebrity and other reference group appeals 321
- Celebrities 321
- The expert 323
- The "common man" 323
- The executive and employee spokesperson 325
- Trade or spokes-characters 325
- Other reference group appeals 325

the family is a concept in flux 326
- The changing U.S. family 329

socialization of family members 332
- Consumer socialization of children 333
- Adult consumer socialization 335
- Intergenerational socialization 335

other functions of the family 336
- Economic well-being 337
- Emotional support 337
- Suitable family lifestyles 337

family decision making and consumption-related roles 339
- Key family consumption roles 339
- Dynamics of husband–wife decision making 340
- The expanding role of children in family decision making 340

the family life cycle 343
- Traditional family life cycle 344
- Modifications—the nontraditional FLC 348

Summary 350
Discussion Questions 351
Exercises 352
Key Terms 352
Notes 352

chapter**eleven**

› **Social Class and Consumer Behavior 356**

what is social class? 358
- Social class and social status 358
- The dynamics of status consumption 358
- Social class is hierarchical and a form of segmentation 359
- Social-class categories 360

the measurement of social class 361
- Subjective measures 361
- Reputational measures 363
- Objective measures 363

lifestyle profiles of the social classes 370
- China: pursuing a middle-class lifestyle 370

social-class mobility 370
- Some signs of downward mobility 372
- Is horatio alger dead? 372

geodemographic clustering 373

the affluent consumer 373
- The media exposure of the affluent consumer 379
- Segmenting the affluent market 380

middle-class consumers 381
- Moving up to more "near" luxuries 381

the working class and other nonaffluent consumers 382

recognizing the "techno-class" 382
- The geek gets status 383

selected consumer behavior applications of social class 383
- Clothing, fashion, and shopping 383
- The pursuit of leisure 385
- Saving, spending, and credit 386
- Social class and communication 386

Summary 388
Discussion Questions 389
Exercises 389
Key Terms 389
Notes 389

chapter**twelve**

› **The Influence of Culture on Consumer Behavior 392**

what is culture? 394

the invisible hand of culture 394

culture satisfies needs 395

culture is learned 396
- How culture is learned 397
- Enculturation and acculturation 397

Language and symbols 398
Ritual 400
Culture is shared 401

culture is dynamic 402

the measurement of culture 403
Content analysis 403
Consumer fieldwork 403
Value measurement survey instruments 404

american core values 406
Achievement and success 406
Activity 407
Efficiency and practicality 407
Progress 409
Material comfort 409
Individualism 410
Freedom 411
External conformity 411
Humanitarianism 413
Youthfulness 414
Fitness and health 414
Core values are not only an american phenomenon 415

toward a shopping culture 416
Summary 417
Discussion Questions 417
Exercises 418
Key Terms 418
Notes 418

chapter**thirteen**

› Subcultures and Consumer Behavior 420

what is subculture? 422

nationality subcultures 423
Hispanic subcultures 423

religious subcultures 427

geographic and regional subcultures 431

racial subcultures 432
The african american consumer 432
Asian american consumers 435

age subcultures 438
The generation Y market 439
The generation X market 440
The baby boomer market 441
Older consumers 443

sex as a subculture 446
Sex roles and consumer behavior 446
Consumer products and sex roles 446
Women as depicted in media and advertising 447
The working woman 447

subcultural interaction 448
Summary 449
Discussion Questions 449
Exercises 449
Key Terms 450
Notes 450

chapter**fourteen**

› Cross-Cultural Consumer Behavior: An International Perspective 454

the imperative to be multinational 456
Acquiring exposure to other cultures 457
Country-of-origin effects 458
What is national identity? 458

cross-cultural consumer analysis 459
Similarities and differences among people 459
The growing global middle class 462
Acculturation is a needed marketing viewpoint 465
Applying research techniques 465

alternative multinational strategies: global versus local 466
Favoring a world brand 467
Are global brands different? 467
Multinational reactions to brand extensions 469
Adaptive global marketing 469
Frameworks for assessing multinational strategies 470

cross-cultural psychographic segmentation 473
Summary 475
Discussion Questions 475
Exercises 476
Key Terms 476
Notes 477

PART FOUR The Consumer's Decision-Making Process 480

chapter**fifteen**

› Consumer Influence and the Diffusion of Innovations 480

what is opinion leadership? 482
Word-of-mouth in today's *always in contact* world 482

dynamics of the opinion leadership process 483
Credibility 483
Positive and negative product information 484
Information and advice 484
Opinion leadership is category specific 484
Opinion leadership is a two-way street 484
the motivation behind opinion leadership 485
The needs of opinion leaders 485
The needs of opinion receivers 486
Purchase pals 486
Surrogate buyers versus opinion leaders 487
measurement of opinion leadership 488
a profile of the opinion leader 490
frequency and overlap of opinion leadership 491
Market mavens 491
the situational environment of opinion leadership 493
the interpersonal flow of communication 493
Multistep flow of communication theory 493
Advertising designed to stimulate/simulate word-of-mouth 494
Word-of-mouth may be uncontrollable. 494
marketers seek to take control of the opinion leadership process 495
Creating products with built-in buzz potential 495
Strategy designed to simulate buzz 496
diffusion of innovations 499
the diffusion process 500
The innovation 500
The channels of communication 505
The social system 506
Time 507
the adoption process 511
Stages in the adoption process 511
The adoption process and information sources 513
a profile of the consumer innovator 514
Defining the consumer innovator 514
Interest in the product category 514
The innovator as an opinion leader 514
Personality traits 515
Social characteristics 517
Demographic characteristics 517
Are there generalized consumer innovators? 517
Summary 519
Discussion Questions 520
Exercises 521
Key Terms 521
Notes 522

chapter**sixteen**

› **Consumer Decision Making and Beyond 524**

what is a decision? 526
levels of consumer decision making 526
Extensive problem solving 526
Limited problem solving 526
Routinized response behavior 527
models of consumers: four views of consumer decision making 528
An economic view 528
A passive view 528
A cognitive view 528
An emotional view 529
a model of consumer decision making 530
Input 531
Process 532
Output 545
consumer gifting behavior 547
beyond the decision: consuming and possessing 552
Products have special meanings and memories 552
relationship marketing 554
Summary 557
Discussion Questions 557
Exercises 558
Key Terms 559
Notes 559

› **Cases C-1**

› **Glossary G-1**

› **Index I-1**

Consumer Behavior