

HOYER • MACINNIS • PIETERS



CONSUMER *Behavior*

SEVENTH
EDITION

Consumer Behavior

7th Edition

Wayne D. Hoyer
University of Texas, Austin

Deborah J. MacInnis
University of Southern California

Rik Pieters
Tilburg University



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*To my wonderful family, Shirley, David, Stephanie, and Lindsey
and to my parents Louis and Doris for their tremendous support
and love. To all of you, I dedicate this book.*

Wayne D. Hoyer

Austin, Texas
September 2016

*To my loving husband, my beautiful children, and my devoted
family. You are my life-spring of energy and my center of gravity.*

Deborah J. MacInnis

Los Angeles, California
September 2016

To Trees who loves me and Thomas who knew everything.

Rik Pieters

Tilburg
September 2016

About the Authors

Wayne D. Hoyer

Wayne D. Hoyer is the James L. Bayless/William S. Farish Fund Chair for Free Enterprise in the McCombs School of Business at the University of Texas at Austin. He received his Ph.D. in Consumer Psychology from Purdue University in 1980. He also holds an honorary doctorate from the University of Bern in Switzerland and was recently given a Humboldt Research Award in Germany. His major area of study is Consumer Psychology and his research interests include consumer information processing and decision-making, customer relationship management, consumer brand sabotage, and advertising information processing (including miscomprehension, humor, and brand personality). Wayne has published over 100 articles in various publications including the *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Advertising Research*, and *Journal of Retailing*. A 1998 article in the *Journal of Marketing Research* (with Susan Broniarczyk and Leigh McAlister) won the O'Dell Award in 2003 for having the most impact in the marketing field over that five-year period. In addition to *Consumer Behavior*, he has co-authored two books on the topic of advertising miscomprehension. He is a current area editor for the *Journal of Marketing*, a Senior Editor for the *International Journal of Research in Marketing*, a former associate editor for the *Journal of Consumer Research* and serves on eight editorial review boards including the *Journal of Marketing Research*, *Journal of Consumer Research*, and *Journal of Consumer Psychology*. His major areas of teaching include consumer behavior, customer strategy, and marketing communications. He has also taught internationally at the University of Mannheim, the University of Muenster, and the Otto Beisheim School of Management (all in Germany), the University of Bern in Switzerland, the University of Cambridge (UK), and Thammasat University in Thailand. He has also been the Montezemolo Visiting Research Fellow in the Judge School of Business and is a Visiting Fellow of Sidney Sussex College at the University of Cambridge (UK).

Deborah J. MacInnis

Debbie MacInnis (Ph.D., University of Pittsburgh 1986) is the Charles L. and Ramona I. Hilliard Professor of Business Administration and Professor of Marketing at the University of Southern California in Los Angeles, CA. She has previously held positions as Chairperson of the Marketing Department, Vice Dean for Research and Strategy and Dean of the Undergraduate Programs at Marshall. Debbie has published papers in the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Personality and Social Psychology*, *Psychology and Marketing*, and others in the areas of marketing communications, information processing, imagery, emotions, and branding. She has also published two co-edited volumes and a book on branding and consumer-brand relationships. She is former co-editor of the *Journal of Consumer Research*, and served as an Associate Editor for the *Journal of Consumer Research*, the *Journal of Consumer Psychology*, and the *Journal of Marketing* and has won outstanding reviewer awards from these journals. Debbie has served as Conference Co-Chair, Treasurer, and President of the Association for Consumer Research. She has also served as Vice President of Conferences and Research for the Academic Council of the American Marketing Association. She has received major awards for her research, including the Alpha Kappa Psi and Maynard awards, given to the best practice- and theory-based articles, respectively, published in the *Journal of Marketing*. Debbie's research has also been named as a finalist for the Practice Prize Competition for contributions to marketing, and the Converse Award for significant

long-term contributions to marketing. She has been named recipient of the Marshall Teaching Innovation Award, the Dean's Award for Community, and the Dean's Award for Research from the Marshall School of Business. She has also received the USC mentoring work for her mentoring of faculty. Her classes have won national awards through the SAA National Advertising Competition. Debbie enjoys travel, reading, and being in nature.

Rik Pieters

Rik Pieters is Professor of Marketing at the Tilburg School of Economics and Management (TISEM) of Tilburg University, the Netherlands. He received his Ph.D. in Social Psychology from the University of Leiden in 1989. Rik believes in interdisciplinary work, and that imagination, persistence, and openness to surprise are a person's biggest assets. He has published over 100 articles in marketing, psychology, economics, and statistics. His work has appeared in *Journal of Consumer Psychology*, *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Management Science*, and *International Journal of Research in Marketing*. He has published in the *Journal of Personality and Social Psychology*, *Organizational Behavior and Human Decision Processes*, *European Journal of Social Psychology*, *Emotion*, *Psychological Science*, and *Journal of Economic Literature*. Currently, Rik is an Associate Editor of the *Journal of Marketing Research*. His research concerns attention and memory processes in marketing communication, and the role of emotions in consumer decision-making. He has served as Co-Chair of the Association for Consumer Research annual conference, and has co-organized special conferences on visual marketing, social communication, and service marketing and management. He has taught internationally at Pennsylvania State University; University of Innsbruck, Austria; Koc University, Turkey; and the University of Auckland, New Zealand. He has won best teaching awards at the school and university levels. He has been Strategy Director for National and International clients at the Publicis/FCB advertising agency, Amsterdam office. He bakes bread, rides bikes, plays the bass, and drinks hoppy, fermented barley beverages, all except the first in moderation. In his spare time, he works.

Brief Contents

Part 1 An Introduction to Consumer Behavior 3

1 Understanding Consumer Behavior 4

Appendix Developing Information About Consumer Behavior 28

Part 2 The Psychological Core 43

2 Motivation, Ability, and Opportunity 44

3 From Exposure to Comprehension 72

4 Memory and Knowledge 100

5 Attitudes Based on High Effort 127

6 Attitudes Based on Low Effort 154

Part 3 The Process of Making Decisions 179

7 Problem Recognition and Information Search 180

8 Judgment and Decision-Making Based on High Effort 206

9 Judgment and Decision-Making Based on Low Effort 234

10 Post-Decision Processes 258

Part 4 The Consumer's Culture 291

11 Social Influences on Consumer Behavior 292

12 Consumer Diversity 321

13 Household and Social Class Influences 346

14 Psychographics: Values, Personality, and Lifestyles 373

Part 5 Consumer Behavior Outcomes and Issues 403

15 Innovations: Adoption, Resistance, and Diffusion 404

16 Symbolic Consumer Behavior 429

17 Marketing, Ethics, and Social Responsibility
in Today's Consumer Society 457

Contents

About the Authors iv

Preface xiv



Part 1 An Introduction to Consumer Behavior 3

Chapter 1 Understanding Consumer Behavior 4

1-1 Defining Consumer Behavior 5

- 1-1a Consumer Behavior Involves Goods, Services, Activities, Experiences, People, and Ideas 5
- 1-1b Consumer Behavior Involves More than Buying 5
- 1-1c Consumer Behavior Is a Dynamic Process 7
- 1-1d Consumer Behavior Can Involve Many People 7
- 1-1e Consumer Behavior Involves Many Decisions 7
- 1-1f Consumer Behavior Involves Emotions and Coping 11

1-2 What Affects Consumer Behavior? 11

- 1-2a The Psychological Core: Internal Consumer Processes 11
- 1-2b The Process of Making Decisions 12
- 1-2c The Consumer's Culture: External Processes 13
- 1-2d Consumer Behavior Outcomes and Issues 14

1-3 Who Benefits from the Study of Consumer Behavior? 15

- 1-3a Marketing Managers 15
- 1-3b Ethicists and Advocacy Groups 15
- 1-3c Public Policy Makers and Regulators 16

1-3d Academics 16

1-3e Consumers and Society 16

1-4 Making Business Decisions Based on the Marketing Implications of Consumer Behavior 16

- 1-4a Developing and Implementing Customer-Oriented Strategy 16
- 1-4b Selecting the Target Market 17
- 1-4c Developing Products 17
- 1-4d Positioning 18
- 1-4e Making Promotion and Marketing Communications Decisions 18
- 1-4f Making Pricing Decisions 19
- 1-4g Making Distribution Decisions 20

Summary 22

Endnotes 22

Appendix Developing Information About Consumer Behavior 28

Consumer Behavior Research Methods 28

- Surveys 28
- Focus Groups 29
- Interviews 30
- Storytelling 30
- Photography and Pictures 31
- Diaries 31
- Experiments 31
- Field Experiments 32
- Conjoint Analysis 32
- Observations and Ethnographic Research 32
- Purchase Panels 33
- Database Marketing and Big Data 33
- Netnography 33
- Psychophysiological Reactions and Neuroscience 34

Types of Consumer Researchers 34

In-House Marketing Research Departments 34

- External Marketing Research Firms 35
- Advertising Agencies and Media Planning Firms 36
- Syndicated Data Services 36
- Retailers 36
- Research Foundations and Trade Groups 37
- Government 37
- Consumer Organizations 37
- Academics and Academic Research Centers 37

Ethical Issues in Consumer Research 38

- The Positive Aspects of Consumer Research 38
- The Negative Aspects of Consumer Research 38

Summary 39

Endnotes 39

Part 2 The Psychological Core 43

Chapter 2 Motivation, Ability, and Opportunity 44

2-1 Consumer Motivation and Its Effects 45

- 2-1a High-Effort Behavior 45
- 2-1b High-Effort Information Processing and Decision-Making 45
- 2-1c Felt Involvement 45

2-2 What Determines Motivation? 47

- 2-2a Personal Relevance 48
- 2-2b Consistency with Self-Concept 48
- 2-2c Values 48
- 2-2d Needs 48
- 2-2e Goals 52
- 2-2f Goals and Emotions 55
- 2-2g Self-Control and Goal Conflict 55
- 2-2h Perceived Risk 58
- 2-2i Inconsistency with Attitudes 60

2-3 Consumer Ability: Resources to Act 60

- 2-3a Financial Resources 61
- 2-3b Cognitive Resources 61
- 2-3c Emotional Resources 61
- 2-3d Physical Resources 61
- 2-3e Social and Cultural Resources 62
- 2-3f Education and Age 62

2-4 Consumer Opportunity 63

- 2-4a Time 63
- 2-4b Distraction 63
- 2-4c Complexity, Amount, Repetition, and Control of Information 63

Summary 65

Endnotes 65

Chapter 3 From Exposure to Comprehension 72

3-1 Exposure and Consumer Behavior 73

- 3-1a Factors Influencing Exposure 73
- 3-1b Selective Exposure 73

3-2 Attention and Consumer Behavior 76

- 3-2a Characteristics of Attention 76
- 3-2b Focal and Nonfocal Attention 76
- 3-2c Customer Segments Defined by Attention 80
- 3-2d Habituation 80

3-3 Perception and Consumer Behavior 80

- 3-3a Perceiving Through Vision 80
- 3-3b Perceiving Through Hearing 81

- 3-3c Perceiving Through Taste 81

- 3-3d Perceiving Through Smell 81

- 3-3e Perceiving Through Touch 82

- 3-3f When Do We Perceive Stimuli? 84

- 3-3g How Do Consumers Perceive a Stimulus? 86

3-4 Comprehension and Consumer Behavior 87

- 3-4a Source Identification 87

- 3-4b Message Comprehension 87

- 3-4c Consumer Inferences 89

Summary 92

Endnotes 92

Chapter 4 Memory and Knowledge 100

4-1 What Is Memory? 102

- 4-1a Sensory Memory 102
- 4-1b Working Memory 102
- 4-1c Long-Term Memory 103
- 4-1d Explicit Memory, Implicit Memory, and Processing Fluency 104
- 4-1e How Memory Is Enhanced 104

4-2 Knowledge Content, Structure, and Flexibility 105

- 4-2a Knowledge Content: Schemas and Scripts 105
- 4-2b Knowledge Structure: Categories 111

- 4-2c Knowledge Flexibility 114

- 4-2d Why Consumers Differ in Knowledge Content and Structure 115

4-3 Memory and Retrieval 116

- 4-3a Retrieval Failures 116

- 4-3b Retrieval Errors 117

- 4-3c Enhancing Retrieval 118

- 4-3d Characteristics of the Stimulus 118

Summary 120

Endnotes 120

Chapter 5 Attitudes Based on High Effort 127

5-1 What Are Attitudes? 128

- 5-1a The Importance of Attitudes 128
- 5-1b The Characteristics of Attitudes 128
- 5-1c Forming and Changing Attitudes 128

5-2 The Cognitive Foundations of Attitudes 129

- 5-2a Direct or Imagined Experience 131
- 5-2b Reasoning by Analogy or Category 131
- 5-2c Values-Driven Attitudes 131
- 5-2d Social Identity-Based Attitude Generation 131
- 5-2e Analytical Processes of Attitude Formation 131

5-3 How Cognitively Based Attitudes are Influenced 135

- 5-3a Communication Source 135
- 5-3b The Message 137

5-4 The Affective (Emotional) Foundations of Attitudes 139

5-5 How Affectively Based Attitudes Are Influenced 141

- 5-5a The Source 141
- 5-5b The Message 142

5-6 Attitude Toward the AD 144

5-7 When Do Attitudes Predict Behavior? 144

Summary 147

Endnotes 147

Chapter 6 Attitudes Based on Low Effort 154

6-1 High-Effort Versus Low-Effort Routes to Persuasion 155

6-2 Unconscious Influences on Attitudes When Consumer Effort Is Low 155

- 6-2a Thin-Slice Judgments 155
- 6-2b Body Feedback 155

6-3 Cognitive Bases of Attitudes When Consumer Effort Is Low 157

6-4 How Cognitive Attitudes Are Influenced 158

- 6-4a Communication Source 158
- 6-4b The Message 158
- 6-4c Message Context and Repetition 160

6-5 Affective Bases of Attitudes When Consumer Effort Is Low 160

- 6-5a The Mere Exposure Effect 160
- 6-5b Classical and Evaluative Conditioning 161
- 6-5c Attitude Toward the Ad 163
- 6-5d Mood 164

6-6 How Affective Attitudes Are Influenced 165

- 6-6a Communication Source 165
- 6-6b The Message 166

Summary 171

Endnotes 171

Part 3 The Process of Making Decisions 179

Chapter 7 Problem Recognition and Information Search 180

7-1 Problem Recognition 182

- 7-1a The Ideal State: Where We Want to Be 182
- 7-1b The Actual State: Where We Are Now 182

7-2 Internal Search: Searching for Information from Memory 183

- 7-2a How Much Do We Engage in Internal Search? 183
- 7-2b What Kind of Information Is Retrieved from Internal Search? 184
- 7-2c Is Internal Search Always Accurate? 188

7-3 External Search: Searching for Information from the Environment 189

- 7-3a Where Can We Search for Information? 189

- 7-3b How Much Do We Engage in External Search? 192

- 7-3c What Kind of Information Is Acquired in External Search? 197

- 7-3d Is External Search Always Accurate? 198

- 7-3e How Do We Engage in External Search? 198

Summary 200

Endnotes 200

Chapter 8 Judgment and Decision-Making Based on High Effort 206

8-1 High-Effort Judgment Processes 208

- 8-1a Judgments of Likelihood and Goodness/Badness 208
- 8-1b Mental and Emotional Accounting 209
- 8-1c Biases in Judgment Processes 209

8-2 High-Effort Decisions and High-Effort Decision-Making Processes 210

- 8-2a Deciding Which Brands to Consider 211
- 8-2b Deciding Which Criteria Are Important to the Choice 212

8-3 Deciding What Brand to Choose: Thought-Based Decisions 214

- 8-3a Decisions Based on Brands 216
- 8-3b Decisions Based on Product Attributes 217
- 8-3c Decisions Based on Gains and Losses 218

8-4 Deciding What Brand to Choose: High-Effort Feeling-Based Decisions 219

- 8-4a Appraisals and Feelings 220
- 8-4b Affective Forecasts and Choices 220
- 8-4c Imagery 221

8-5 Additional High-Effort Decisions 222

- 8-5a Decision Delay 222
- 8-5b Decision-Making When Alternatives Cannot Be Compared 222

8-6 What Affects High-Effort Decisions? 223

- 8-6a Consumer Characteristics 223
- 8-6b Characteristics of the Decision 224
- 8-6c Group Context 225

Summary 227

Endnotes 228

Chapter 9 Judgment and Decision-Making Based on Low Effort 234

9-1 Low-Effort Judgment Processes 236

- 9-1a The Representativeness Heuristic 236
- 9-1b The Availability Heuristic 236

9-2 Low-Effort Decision-Making Processes 237

- 9-2a Unconscious Low-Effort Decision-Making 237
- 9-2b Conscious Low-Effort Decision-Making 238
- 9-2c Using Simplifying Strategies When Consumer Effort Is Low 238

9-3 Learning Choice Tactics 239

- 9-3a Reinforcement 239
- 9-3b Punishment 239
- 9-3c Repeat Purchase 240
- 9-3d Choice Tactics Depend on the Product 240

9-4 Low-Effort Thought-Based Decision-Making 240

- 9-4a Performance as a Simplifying Strategy 241

- 9-4b Habit as a Simplifying Strategy 241

- 9-4c Brand Loyalty as a Simplifying Strategy 243

- 9-4d Price as a Simplifying Strategy 245

- 9-4e Normative Influences as a Simplifying Strategy 247

9-5 Low-Effort Feeling-Based Decision-Making 247

- 9-5a Feelings as a Simplifying Strategy 247

- 9-5b Brand Familiarity 248

- 9-5c Decision-Making Based on Variety-Seeking Needs 249

- 9-5d Buying on Impulse 250

Summary 252

Endnotes 252

Chapter 10 Post-Decision Processes 258

10-1 Post-Decision Dissonance and Regret 260

- 10-1a Dissonance 260
- 10-1b Regret 260

10-2 Learning from Consumer Experience* 261

- 10-2a A Model of Learning from Consumer Experience 261
- 10-2b What Affects Learning? 262

10-3 How Do Consumers Make Satisfaction or Dissatisfaction Judgments? 264

- 10-3a Satisfaction/Dissatisfaction Based on Thoughts 266
- 10-3b Satisfaction/Dissatisfaction Based on Feelings 270

10-4 Responses to Dissatisfaction 272

- 10-4a Complaints 272

- 10-4b Responding to Service Recovery 274

- 10-4c Responding by Negative Word of Mouth 274

10-5 Is Customer Satisfaction Enough? 275

- 10-5a Customer Retention 275

- 10-5b Product-Harm Crises 275

10-6 Disposition 276

- 10-6a Disposing of Meaningful Objects 278

- 10-6b Recycling 279

Summary 282

Endnotes 282

Part 4 The Consumer's Culture 297

Chapter 11 Social Influences on Consumer Behavior 292

11-1 Sources of Influence 294

- 11-1a Marketing and Nonmarketing Sources 294
- 11-1b How Do These General Sources Differ? 295
- 11-1c Opinion Leaders 297

11-2 Reference Groups as Sources of Influence 298

- 11-2a Types of Reference Groups 298
- 11-2b Characteristics of Reference Groups 300
- 11-2c Reference Groups Affect Consumer Socialization 303

11-3 Normative Influence 303

- 11-3a How Normative Influence Can Affect Consumer Behavior 304

- 11-3b What Affects Normative Influence Strength 305

11-4 Informational Influence 309

- 11-4a Factors Affecting Informational Influence Strength 309
- 11-4b Descriptive Dimensions of Information 310
- 11-4c The Pervasive and Persuasive Influence of Word of Mouth 311

Summary 314

Endnotes 315

Chapter 12 Consumer Diversity 327

12-1 How Age Affects Consumer Behavior 323

- 12-1a Age Trends in the United States 323
- 12-1b Teens and Millennials 323
- 12-1c Generation X 326
- 12-1d Boomers 326
- 12-1e Seniors 327

12-2 How Gender and Sexual Orientation Affect Consumer Behavior 329

- 12-2a Sex Roles 329
- 12-2b Differences in Acquisition and Consumption Behaviors 329
- 12-2c Gender and Sexual Orientation 331

12-3 How Regional Influences Affect Consumer Behavior 331

- 12-3a Regions Within the United States 332
- 12-3b Regions Across the World 333

12-4 How Ethnic and Religious Influences Affect Consumer Behavior 334

- 12-4a Ethnic Groups Within the United States 334
- 12-4b Ethnic Groups Around the World 338
- 12-4c The Influence of Religion 339

Summary 340

Endnotes 340

Chapter 13 Household and Social Class Influences 346

13-1 How the Household Influences Consumer Behavior 348

- 13-1a Types of Households 348
- 13-1b Households and Family Life Cycle 348
- 13-1c Changing Trends in Household Structure 349

13-2 Roles that Household Members Play 351

- 13-2a The Roles of Spouses 352
- 13-2b The Role of Children 353

13-3 Social Class 355

- 13-3a Types of Social Class Systems 356
- 13-3b Social Class Influences 356
- 13-3c How Social Class Is Determined 356
- 13-3d How Social Class Changes Over Time 359

13-4 How Does Social Class Affect Consumption? 361

- 13-4a Conspicuous Consumption and Voluntary Simplicity 361
- 13-4b Status Symbols and Judging Others 361
- 13-4c Compensatory Consumption 361
- 13-4d The Meaning of Money 362

13-5 The Consumption Patterns of Specific Social Classes 363

- 13-5a The Upper Class 364
- 13-5b The Middle Class 364
- 13-5c The Working Class 364
- 13-5d The Homeless 365

Summary 367

Endnotes 368

Chapter 14 Psychographics: Values, Personality, and Lifestyles 373

14-1 Values 375

- 14-1a How Values Can Be Described 375
- 14-1b The Values That Characterize Western Cultures 376
- 14-1c Why Values Change 381
- 14-1d Influences on Values 381
- 14-1e How Values Can Be Measured 384

14-2 Personality 386

- 14-2a Research Approaches to Personality 386
- 14-2b Determining Whether Personality Characteristics Affect Consumer Behavior 388

14-3 Lifestyles 391

- 14-3a Lifestyle and Behavior Patterns 391
- 14-3b Voluntary Simplicity 392

14-4 Psychographics: Combining Values, Personality, And Lifestyles 394

- 14-4a VALS™ 394
- 14-4b Other Applied Psychographic Research 394

Summary 396

Endnotes 396

Part 5 Consumer Behavior Outcomes and Issues 403

Chapter 15 Innovations: Adoption, Resistance, and Diffusion 404

15-1 Innovations 404

- 15-1a Defining an Innovation 406
- 15-1b Innovations Characterized by Degree of Novelty 406
- 15-1c Innovations Characterized by Benefits Offered 406
- 15-1d Innovations Characterized by Breadth 407
- 15-1e Innovations and Cocreation 407
- 15-1f The Consequences of Innovations 408

15-2 Resistance Versus Adoption 409

- 15-2a Whether Consumers Adopt an Innovation 409
- 15-2b How Consumers Adopt an Innovation 410
- 15-2c When Consumers Adopt Innovations 411

15-3 Diffusion 414

- 15-3a How Offerings Diffuse Through a Market 414
- 15-3b Factors Affecting the Shape of the Diffusion Curve 414
- 15-3c How Diffusion Relates to the Product Life Cycle 415

15-4 Influences on Adoption, Resistance, and Diffusion 416

- 15-4a Characteristics of the Innovation 416
- 15-4b Uncertainty 418
- 15-4c Consumer Learning Requirements 418
- 15-4d Social Relevance 421
- 15-4e Legitimacy and Adaptability 422
- 15-4f Characteristics of the Social System 423

Summary 424

Endnotes 425

Chapter 16 Symbolic Consumer Behavior 429

16-1 Sources and Functions of Symbolic Meaning 431

- 16-1a Meaning Derived from Culture 431
- 16-1b Meaning Derived from the Consumer 432
- 16-1c The Emblematic Function 432
- 16-1d The Role Acquisition Function 435
- 16-1e The Connectedness Function 438
- 16-1f The Expressiveness Function 438
- 16-1g Multiple Functions 438
- 16-1h Symbols and Self-Concept 439

16-2 Special Possessions and Brands 440

- 16-2a Special Brands 441
- 16-2b Types of Special Possessions 441
- 16-2c The Characteristics That Describe Special Possessions 442

- 16-2d Why Some Products Are Special 443
- 16-2e Consumer Characteristics Affect What Is Special 443
- 16-2f Rituals Used with Special Possessions 443
- 16-2g Disposing of Special Possessions 445

16-3 Sacred Meaning 445

16-4 The Transfer of Symbolic Meaning Through Gift Giving 446

- 16-4a The Timing of Gifts 447
- 16-4b Three Stages of Gift Giving 447

Summary 451

Endnotes 451

Chapter 17 Marketing, Ethics, and Social Responsibility in Today's Consumer Society 457

17-1 In Search of Balance 459

17-1a Self-interest Versus the Interests of Others 459

17-1b Immediate Versus Long-Term Interests 459

17-1c "Dark Side" Versus "Bright Side" Outcomes 460

17-2 Marketing Ethics, Consumer Ethics, and Deviant Consumer Behavior 460

17-2a Acquisition Controversies 461

17-2b Consumption Controversies 466

17-2c Disposition Controversies 471

17-3 Social Responsibility Issues in Marketing 472

17-3a Environmentally Conscious Behavior and Ethical
Sourcing 472

17-3b Charitable Behavior 474

17-3c Community Involvement 474

17-4 How Can Consumers Resist Marketing Practices? 475

Summary 476

Endnotes 476

Glossary 482

Name/Author Index 491

Product Index 511

Subject Index 515

Preface

At just about every moment of our lives, we engage in some form of consumer behavior. When we look for posts on social media, watch an ad on TV, send a text message to friends about a movie we just saw, brush our teeth, go to a ball game or to a beach party, visit a website, download a new song, or even throw away an old pair of shoes, we are behaving as a consumer. Being a consumer reaches into every part of our lives. Of course, we are much more than just consumers. We are students, teammates, family members, employees, citizens, voters, patrons, patients, clients, neighbors, basketball fans, ice-cream lovers, bloggers, inventors, and more. This book is dedicated to our role as consumers.

Given its omnipresence, the study of consumer behavior has critical implications for areas such as marketing, public policy, and ethics. It also helps us learn about ourselves—why we buy certain things, why we use them in a certain way, and how we remove them from our lives through practices like throwing them away, selling, re-gifting, and donating them.

In this book we explore the fascinating world of consumer behavior, looking at a number of interesting and exciting topics. Some of these are quickly identified with our typical image of consumer behavior. Others may be surprising. We hope you will see why we became stimulated and drawn to this topic from the very moment we had our first consumer behavior course as students. We hope you will also appreciate why we choose to make this field our life's work, and why we are dedicated to this textbook.

Why the New Edition of This Book?

There are a number of consumer behavior books on the market. An important question concerns what this book has to offer and what distinguishes it from other texts. As active researchers in the field of consumer behavior, our overriding goal was to continue providing a treatment of the field that is up to date and cutting edge. There has been an explosion of research on a variety of consumer behavior topics over the last 30 years. Our primary aim was to provide a useful summary of this material for students of marketing. However, in drawing on cutting-edge research, we wanted to be careful not to become too “academic.” Instead, our objective is to present cutting-edge topics in a manner that is accessible and easy for students to understand, and provides context for how and why consumer behavior insights are applied in real-world marketing.

Specific changes and improvements to the seventh edition of this book include:

- Accessible explanations of the latest academic research and classic research from consumer behavior studies, and their practical implications for marketing strategy worldwide.
- Global perspective of research and behavioral concepts related to such important contemporary topics as financial management and money decisions, marketing ethics, privacy and transparency, obesity, materialism, self-control and self-regulation, contagion, emotions, mobile marketing, social media, and unconscious consumer behavior.
- Carefully edited narrative and examples make the content easier for students to process and connect with basic marketing principles as well as personal consumer experiences.
- Balanced coverage of marketing controversies and the challenges and opportunities of marketing as a force for social responsibility.
- New and updated examples highlight how all kinds of organizations in many nations use insights into consumer behavior to improve their marketing effectiveness and creativity.
- New database analysis exercises offer students an opportunity to make marketing decisions based on consumer demographics and behavior styles.
- Improved synergistic and digitally accessible supplemental materials allow students the opportunity to participate in self-assessments, polls, and short videos for self-reflection and more; Additional short readings are also available. These materials are both student friendly and extremely helpful for effective learning using the Cengage MindTap platform. A description of the MindTap platform appears later in this preface.

Textbook Features

As award-winning teachers, we have tried to translate our instructional abilities and experience into the writing of this text. The following features have been a natural outgrowth of these experiences.

Conceptual Model

First, we believe that students can learn best when they see the big picture—when they understand what concepts mean, how these concepts are used in business practice, and how these relate to one another. In our opinion, consumer behavior is too often presented as a set of discrete topics with little or no relationship to one another. We have therefore developed an overall conceptual model that helps students grasp the big picture and see how the chapters and topics are themselves interrelated. Each chapter is linked to other chapters by a specific model that fits within the larger model. Further, the overall model guides the organization of the book. This organizing scheme makes the chapters far more *integrative* than most other books. Instructors have told us that this conceptual model is a valuable and beneficial aide to student learning.

Practical Orientation, with an Emphasis on Globalization and Social Media

Second, we believe that insights into consumer behavior are interesting in and of themselves, but also that they should be relevant to managerial practice. The ultimate goal of consumer behavior theory and research is to improve the decision-making ability of managers in profit and nonprofit organizations who aim to cater to consumers' needs, and to help policy makers better protect consumers. Rather than merely translating general psychological or sociological principles and theories to a consumer context, this book is dedicated to understanding consumer behavior in order to improve managerial practice. Given our notion that students enjoy seeing how the concepts in consumer behavior can apply to business practice, a second objective of the book was to provide a very practical orientation. We include a wealth of contemporary real-world examples to illustrate key topics. We also try to broaden students' horizons by providing a number of international examples. Given the importance of online consumer behavior, the new edition also fully treats the advent and implications of the latest digital developments, social media marketing, and mobile marketing applications.

Current and Cutting-Edge Coverage

Third, we provide coverage of the field of consumer behavior that is as current and up to date as possible (including many of the recent research advances). This includes several *novel chapters* that often do not appear in other textbooks: "Attitudes Based on Low Effort," "Judgement and Decision Making Based on Low Effort," and "Marketing Ethics and Social Responsibility in Today's Consumer

Society." These important topics are likely to be of considerable interest to students. Instructors have told us how much they appreciate the cutting-edge nature of our book and its ability to keep abreast of the latest research in consumer behavior. Students appreciate that this material is delivered in an engaging way that's also easy to read.

Balanced Treatment of Micro and Macro Topics

Fourth, our book tries to provide a balanced perspective on the field of consumer behavior. Specifically, we give treatment to both psychological (micro) consumer behavior topics (e.g., attitudes, decision-making) and sociological (macro) consumer behavior topics (e.g., subculture, gender, social class influences). Also, although we typically teach consumer behavior by starting with the more micro topics and then moving up to more macro topics, we realize that some instructors prefer the reverse sequence.

Broad Conceptualization of the Subject

Fifth, we present a broad conceptualization of the topic of consumer behavior. While many books focus on what products or services consumers *buy*, consumer behavior scholars have recognized that the topic of consumer behavior is much broader. Specifically, rather than studying buying *per se*, we recognize that consumer behavior includes a *set* of decisions (what, whether, when, where, why, how, how often, how much, how long) about *acquisition* (including, but not limited to buying), *usage*, *sharing*, and *disposition* decisions. Focusing on more than what products or services consumers buy provides a rich set of theoretical and practical implications for both our understanding of consumer behavior and the practice of marketing.

Finally, we consider the relevance of consumer behavior to *many constituents*, not just marketers. Chapter 1 indicates that consumer behavior is important to marketers, public policy makers, ethicists and consumer advocacy groups, and consumers themselves (including students). Some chapters focus exclusively on the implications of consumer behavior for public policy makers, ethicists, and consumer advocacy groups. Other chapters consider these issues as well, though in less detail.

Content and Organization of the Book

One can currently identify two main approaches to the study of consumer behavior: One approach focuses on the individual psychological processes that consumers

use to make acquisition, consumption, and disposition decisions. A second approach focuses on group behaviors and the symbolic nature of consumer behavior. This latter orientation draws heavily from such fields as sociology, culture theory, and anthropology. Both orientations are represented in this book. The current book and overall model have been structured around a “micro to macro” organization based on the way we teach this course and the feedback that we have received from reviewers.

Chapter 1 in Part I, “An Introduction to Consumer Behavior,” presents an introduction to consumer behavior. It helps students understand the breadth of the field, and its importance to marketers, advocacy groups, public policy makers, and consumers themselves. This chapter introduces some of the newest research and presents the overall model that guides the organization of the text. An Appendix, which follows Chapter 1, introduces methods by which consumer research is conducted.

Part II, “The Psychological Core,” focuses on the inner psychological processes that affect consumer behavior. We see that the amount of effort consumers put into their acquisition, usage, and disposition behaviors and decisions has significant effects on the decisions they make. Chapter 2 describes three critical factors that affect effort: the (1) *motivation* or desire, (2) *ability* (knowledge and information), and (3) *opportunity* to engage in behaviors and make decisions. The key role of emotions is also discussed. In Chapter 3, we then examine how consumers process information in their environments (ads, prices, product features, word-of-mouth communications, etc.). We consider how they come in contact with these stimuli (*exposure*), notice them (*attention*), and *perceive* them (perception). Chapter 4 continues by discussing how consumers compare new things they encounter in their environment to their existing knowledge, a process called *categorization*, and how they make sense of or *comprehend* them on a deeper level. Also, because consumers often must remember the information they have previously stored in order to make decisions, this chapter examines the important topic of consumer *memory*. In Chapters 5 and 6, we see how *attitudes* are formed and changed depending on whether the amount of effort consumers devote to forming an attitude is *high* or *low* and whether attitudes are cognitively or affectively based.

Whereas Part II examines some of the internal factors that influence consumers’ decisions, a critical domain of consumer behavior involves understanding how consumers make acquisition, consumption, and disposition decisions. Thus, in Part III, “The Process of Making Decisions,” we examine the sequential steps of the consumer decision-making process. In Chapter 7, we examine the initial steps of this process—*problem recognition* and *information search*. Similar to the attitude change processes described earlier, we next examine the consumer decision-making process, both when *effort is high* (Chapter 8) and when

it is *low* (Chapter 9). Further, in both chapters we examine these important processes from both a cognitive and an affective perspective. Finally, the process does not end after a decision has been made. In Chapter 10, we see how consumers determine whether they are *satisfied* or *dissatisfied* with their decisions and how they *learn* from choosing and consuming products and services.

Part IV, “The Consumer’s Culture,” examines how various aspects of *culture* affect consumer behavior. First, Chapter 11 considers how, when, and why the specific *reference groups* (friends, work group, clubs) to which we belong can influence acquisition, usage, and disposition decisions and behaviors. Then, we see how *consumer diversity* (in terms of age, gender, sexual orientation, region, ethnicity, and religion) can affect consumer behavior in Chapter 12. Chapter 13 then examines how *social class* and *household* characteristics influence acquisition, usage, and disposition behaviors. Finally, Chapter 14 examines how external influences affect our *personality*, *lifestyle*, and *values*, as well as consumer behavior.

Finally, Part V, “Consumer Behavior Outcomes,” examines the effects of the numerous influences and decision processes discussed in the previous three sections. Chapter 15 builds on the topics of internal decision-making and group behavior by examining how consumers adopt new offerings, and how their *adoption* decisions affect the spread or *diffusion* of an offering through a market. Because products and services often reflect deep-felt and significant meanings (e.g., our favorite song or restaurant), Chapter 16 focuses on the exciting topic of *symbolic consumer behavior*. Finally, Chapter 17 examines *marketing*, *ethics*, and *social responsibility*, including a look at marketing controversies and the use of marketing for constructive purposes.

Pedagogical Advantages

Based on our extensive teaching experience, we have incorporated a number of features that should help students learn about consumer behavior.

Chapter Opening Model

Each chapter begins with a conceptual model that shows the organization of the chapter, the topics discussed, and how they relate both to one another and to other chapters. Each model reflects an expanded picture of one or more of the elements presented in the overall conceptual model for the book (described in Chapter 1).

Marketing Implication Sections

Numerous *Marketing Implications sections* are interspersed throughout each chapter. These sections illustrate how various consumer behavior concepts can be applied to the practice

of marketing, including such basic marketing functions as market segmentation, target market selection, positioning, market research, promotion, price, product, and place decisions. An abundance of marketing examples (from many countries and many industries) provide concrete applications and implementations of the concepts to marketing practice.

Marginal Glossary

Every chapter contains a set of key terms that are both highlighted in the text and defined in margin notes. These terms and their definitions should help students identify and remember the central concepts described in the chapter.

Rich Use of Full-Color Exhibits

Each chapter contains a number of illustrated examples, including photos, advertisements, charts, and graphs. These illustrations help to make important topics personally relevant and engaging, help students remember the material, and make the book more accessible and aesthetically pleasing, thereby increasing students' motivation to learn. All diagrams and charts employ full color, which serves to both highlight key points and add to the aesthetic appeal of the text. Each model, graph, ad, and photo also has an accompanying caption that provides a simple description and explanation of how the exhibit relates to the topic it is designed to illustrate.

End-of-Chapter Summaries

The end of each chapter provides students with a simple and concise summary of topics. These summaries are a good review tool to use with the conceptual model to help students to get the big picture.

End-of-Chapter Questions

Each chapter includes a set of review and discussion questions designed to help students recall and more deeply understand the concepts in the chapter.

Complete Teaching Package with Online Content

In addition to online content for students including self-assessments, polls, and short videos for self-reflection, a variety of ancillary materials have been designed to help the instructor in the classroom. All of these supplements have been carefully coordinated to support the text and provide an integrated and synergistic set of materials for the instructor. Dr. Angeline Close Scheinbaum of

The University of Texas at Austin authors the digital content and has revised and updated the instructor's teaching manual. She brings a modern approach, and includes experiential aspects of consumer behavior in the supplements. Her objective in this project is twofold:

- Give students digital content so they can have more real-world examples of the theoretical content and opportunities for self-assessment and more critical thinking, while enhancing the student learning experience via more interactive and visually engaging supplements.
- Help instructors, especially newer instructors, by giving modern supplements that are synergistic with each other. That is, the text, the Instructor's Manual, Test Bank, PowerPoint presentations, and quizzes reinforce the same learning objectives and content.
- **MindTap for Marketing: Consumer Behavior**

As authors, one frustration we've had in the past is providing current examples. Every day, new and interesting video, audio, and print content that relates to consumer behavior is covered in the media. Now technology helps us make such content immediately accessible to students. We have partnered with Cengage Learning to provide students with access to current issues in *Consumer Behavior* through the content of *Business Insights*. We have selected exciting content from *Business Insights* which contains readings and videos from sources like *The New York Times*, *The Economist* magazine, and *Marketing News* and related it to the concepts in each chapter. We have also created assessments to provide assurances to both students and instructors that learning objectives are being met.

MindTap

The seventh edition of *Consumer Behavior* offers two exciting alternative teaching formats. Instructors can choose between either a hybrid print and digital offering or a version that provides completely integrated online delivery through a platform called MindTap. MindTap is a fully online, highly personalized learning experience built upon authoritative content. By combining readings, multimedia, activities, and assessments into a singular Learning Path, MindTap guides students through their course with ease while promoting engagement. Instructors personalize the Learning Path by customizing Cengage Learning resources and adding their own content via apps that integrate into the MindTap framework seamlessly. Instructors are also able to incorporate the online component of *Consumer Behavior* into a traditional Learning Management System (e.g., Blackboard, Canvas, D2L, etc.) providing a way to manage assignments, quizzes, and tests throughout the semester.

How to Access the Supplements

Consumer Behavior 7e's Instructor's Manual, Test Bank, and PowerPoint supplements, are available on the Instructor's Resource companion site.

Instructor's Manual

The Instructor's Manual is updated to be synergistic with all other supplements. Each chapter includes a summary, learning objectives, chapter outline, review/discussion answers discussion questions, and experiential learning exercises to enhance student learning.

Test Bank

A new test bank is available for CB 7e, also updated to be synergistic with the text and other supplements. Each test bank question has a new system of potential choices. There is one clearly defined correct choice. There are two or three other choices that are clearly incorrect for a precise reason (as indicated by the readings). Then, there is a choice that is not relevant at all. The number of "all of the above" and "none of the above" choices has been reduced. The new CB 7e test bank includes AACSB requirement tags (e.g., ethics).

Test Bank, Cognero Format

The Cognero Testing system is a full-featured, online assessment system that allows you to manage content, create and assign tests, deliver tests through a secure online test center, and have complete reporting and data dissemination at your fingertips. The following are some of the features of the Cognero Testing System:

- *Access from anywhere.* Web-based software that runs in a Web browser. No installs are required to start using Cognero. Works in Windows, Mac, and Linux browsers.
- *Desktop-like interface looks and feels like a desktop application.* Uses the latest Web functionality to imitate desktop usability features like drag-and-drop and wizards.
- *Full-featured test generator.* Author and manage your assessment content as well as build tests using the only online test generator that supports all of the major functionality of its desktop competitors. Cognero is complete with a full-featured word processor, multi-language support, Math-ML compliant equation editor, algorithmic content support, native support for 15 question types (true/false, modified true/false, yes/no, multiple choice, multiple response, numeric response, completion, matching, objective short answer, subjective short answer, multi-mode, ordering, opinion scale/

Likert, essay, and custom), unlimited metadata, ability to print professional paper tests with multiple styles and versions, and more.

- *Class Management and Assignments.* Manage your students, classes, and assignments with the ease of simple drag-and-drop. You can build or import rosters, have students self-register for a class, and move students easily from class to class. Once your roster is set, simply drag a test to a class to schedule and put your students to work.
- *Secure Online Testing.* Cognero has an integrated secure online testing center for your students. Along with delivering traditional tests, your students can receive immediate feedback on each question and/or receive a detailed end-of-assignment report to help them know exactly how they are doing.
- *Complete Reporting System.* What is the use of assessment without being able to disseminate the data derived from it? Cognero allows you to analyze how your students are performing on a real-time basis and from multiple approaches to allow for immediate intervention. You can also quickly analyze your questions and perform a gap analysis of student testing.
- *Content Management System.* Cognero has a unique set of tools to allow for the creation of products (groups of question sets and tests) for distribution to other users. This system includes workflow management for the shared authoring environment, the ability to authorize specific users to access your content, and the ability to edit content and push changes through to subscribers. There are also a number of design features to make high volume authoring within Cognero very efficient. All content created in this system has built-in digital rights management, meaning that your content is protected against unauthorized use.

PowerPoint Presentation Package

A package of professionally developed PowerPoint slides is available for use by adopters of this textbook. These lecture PowerPoint slides outline the text content, including key figures and tables. CB 7e will have more user friendly, experiential presentations to enhance student learning and break up the monotony of text-based lectures.

Videos

A video package has been provided to supplement and enliven class lectures and discussion. Videos contain real-world scenarios that illustrate certain concepts in a given chapter. The clips are intended to be interesting, to ground the concepts in real life for students, and to provide an impetus for stimulating student input and involvement.

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Lawrence Marks
Kent State University

David Marshall
University of Edinburgh

Ingrid M. Martin
*California State University,
Long Beach*

Anil Mathur
Hofstra University

A. Peter McGraw
University of Colorado, Boulder

Matt Meuter
California State University, Chico

Martin Meyers
*University of Wisconsin, Stevens
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Vince Mitchell
UMIST

Lois Mohr
Georgia State University

Risto Moisio
*California State University,
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University of South Carolina

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Eckerd College

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John Shaw
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C. David Shepherd
*University of Tennessee,
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Robert E. Smith
Indiana University

Eric Richard Spangenberg
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Carolyn Tripp
Western Illinois University

Rajiv Vaidyanathan
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Stuart Van Auken
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The Psychological Core

- 2 Motivation, Ability, and Opportunity
- 3 From Exposure to Comprehension
- 4 Memory and Knowledge
- 5-6 Attitudes Based on Effort

An Introduction to Consumer Behavior

- 1 Understanding Consumer Behavior

The Process of Making Decisions

- 7 Problem Recognition and Information Search
- 8-9 Judgment and Decision-Making Based on Effort
- 10 Post-Decision Processes

The Consumer's Culture

- 11 Social Influences on Consumer Behavior
- 12 Consumer Diversity
- 13 Household and Social Class Influences
- 14 Psychographics: Values, Personality, and Lifestyles

Consumer Behavior Outcomes and Issues

- 15 Innovations: Adoption, Resistance, and Diffusion
- 16 Symbolic Consumer Behavior
- 17 Marketing, Ethics, and Social Responsibility in Today's Consumer Society

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Part 1

An Introduction to Consumer Behavior

1 Understanding Consumer Behavior 4

Appendix: Developing Information About Consumer Behavior 28

IN PART ONE, you will learn that consumer behavior involves much more than purchasing products. In addition, you will find out that marketers continuously study consumer behavior for clues to who buys, uses, and disposes of what goods and services, as well as clues to when, where, why, and how they make decisions.

Chapter 1 defines consumer behavior and examines its importance to marketers, advocacy groups, public policy makers, and consumers. The chapter also presents the overall model that guides the organization of this book. As this model indicates, consumer behavior covers four basic domains: (1) the psychological core, (2) the process of making decisions, (3) the consumer's culture, and (4) consumer behavior outcomes and issues. In addition, you will read about the implications of consumer behavior for marketing activities.

The Appendix focuses on consumer behavior research and its special implications for marketers. You will learn about various research methods, types of data, and ethical issues related to consumer research. With this background, you will be able to understand how consumer research helps marketers develop more effective strategies and tactics for reaching and satisfying customers.

Understanding Consumer Behavior

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LEARNING OBJECTIVES

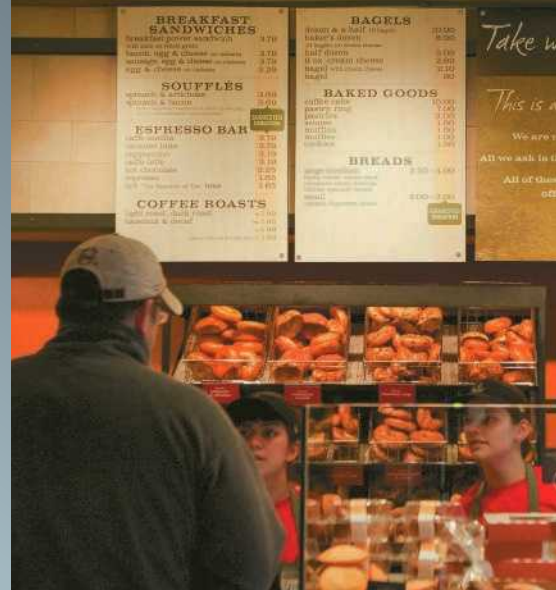
After studying this chapter, you will be able to:

- ▶ Define consumer behavior and explain the components that make up the definition.
- ▶ Identify the four domains of consumer behavior that affect acquisition, usage, and disposition decisions.
- ▶ Discuss the benefits of studying consumer behavior.
- ▶ Explain how companies apply consumer behavior concepts when making marketing decisions.

INTRODUCTION

From Starbucks to Samsung and Apple to Amazon, all businesses know that their success depends on understanding consumer behavior and trends so they can create goods and services that consumers will want, like, use, and recommend to others. Charities, schools, government agencies, and other organizations are also interested in how consumers behave and how marketing can influence consumers' thoughts, feelings, and actions.

This chapter provides an overview of (1) what consumer behavior is, (2) what factors affect it, (3) who benefits from studying it, and (4) how marketers apply consumer behavior concepts. Because you are a consumer, you probably have some thoughts about these issues. However, you may be surprised at how broad the domain of consumer behavior is, how many factors help explain it, and how important the field is to marketers, ethicists and consumer advocates, public policy makers and regulators, and consumers like yourself. You will also get a glimpse of the marketing implications of consumer behavior, previewing how we will connect consumer behavior concepts with practical applications throughout this book.



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1-1 Defining Consumer Behavior

If you were asked to define **consumer behavior**, you might say it refers to the study of how a person buys products. However, consumer behavior really involves quite a bit more, as this more complete definition indicates:

Consumer behavior reflects the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units [over time].¹

This definition has some very important elements, summarized in Exhibit 1.1. The following sections present a closer look at each element.

Consumer behavior The totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by human decision-making units (over time).

Offering A product, service, activity, experience, or idea offered by a marketing organization to consumers.

activities, experiences, and ideas such as going to the dentist, attending a concert, taking a trip, and donating to UNICEF.² In addition, consumers make decisions about people, such as voting for politicians, reading books by certain authors, streaming movies or TV shows starring certain actors, and attending concerts featuring favorite bands.

Another example of consumer behavior involves choices about the consumption of time, a scarce resource. Will you check to see what's happening on Facebook, search for a YouTube video, watch a sports event live, or record a program and watch it later, for instance?³ How we use time reflects who we are, what our lifestyles are like, and how we are both the same as and different from others.⁴ Because consumer behavior includes the consumption of so many things, we use the simple term **offering** to encompass these entities.

1-1a CONSUMER BEHAVIOR INVOLVES GOODS, SERVICES, ACTIVITIES, EXPERIENCES, PEOPLE, AND IDEAS

Consumer behavior means more than just the way that a person buys tangible products such as bath soap and automobiles. It also includes consumers' use of services,

1-1b CONSUMER BEHAVIOR INVOLVES MORE THAN BUYING

Marketers are intensely interested in consumer behavior related to using and disposing of a product, not just the way that consumers make acquisition decisions. They

Exhibit 1.1 ► What Is Consumer Behavior?

Consumer behavior reflects more than the way that a product is acquired by a single person at any one point in time. Think of some marketing strategies and tactics that try to influence one or more of the dimensions of consumer behavior shown in this exhibit.



also study how consumers make decisions about personal finances.

Acquiring an Offering

Buying represents one type of **acquisition** behavior. As shown later in this chapter, acquisition includes other ways of obtaining goods and services, such as renting, leasing, trading, and sharing. It also involves decisions about time as well as money.⁵ Consumers sometimes find themselves interrupted during a consumption experience; studies show interruption actually makes a pleasant experience seem more enjoyable when resumed.⁶ Deadlines can also affect acquisition behavior: Consumers tend to procrastinate in redeeming coupons and gift cards with far-future deadlines, but move more quickly when deadlines are closer. Why? Because they do not want to regret having missed out and they expect to have more time to enjoy and indulge themselves with the acquisition in the future.⁷ Obviously, attitudes toward materialism, status, and self-concept play a role in acquisition behavior, as discussed in later chapters.

Using an Offering

After consumers acquire an offering, they use it, which is why **usage** is at the very core of consumer behavior.⁸ Whether and why we use certain products can symbolize something about who we are, what we value, and what we believe. The products we use on Thanksgiving (e.g., making desserts from scratch or buying them in a bakery) may symbolize the event's significance and how we feel about our guests. The music we enjoy (Lady Gaga or Mark Ronson) and the jewelry we wear (nose rings or engagement rings) can also symbolize who we are and how we feel. Moreover, marketers must be sensitive to when consumers are likely to use a product,⁹ whether they find it effective,¹⁰ whether they control their consumption of it,¹¹ and how they react after using it—do they spread positive or negative word-of-mouth reviews about a new movie, for instance?¹²

Disposing of an Offering

Disposition, how consumers get rid of an offering they have previously acquired, can have important implications for marketers.¹³ Consumers can give away their used possessions, sell them on eBay or on consignment to vintage stores, rent them via sharing websites, or lend them to others. As discussed in detail in Chapter 17, environmental concerns are growing among consumers and marketers. Eco-minded consumers often seek out biodegradable products made from recycled materials or choose goods that do not pollute when disposed of (see Exhibit 1.2).¹⁴ Municipalities are also interested in how to motivate earth-friendly disposition.¹⁵ Marketers see profit opportunities in addressing disposition concerns. TerraCycle, for example, markets tote bags, pencil cases, and other products made from

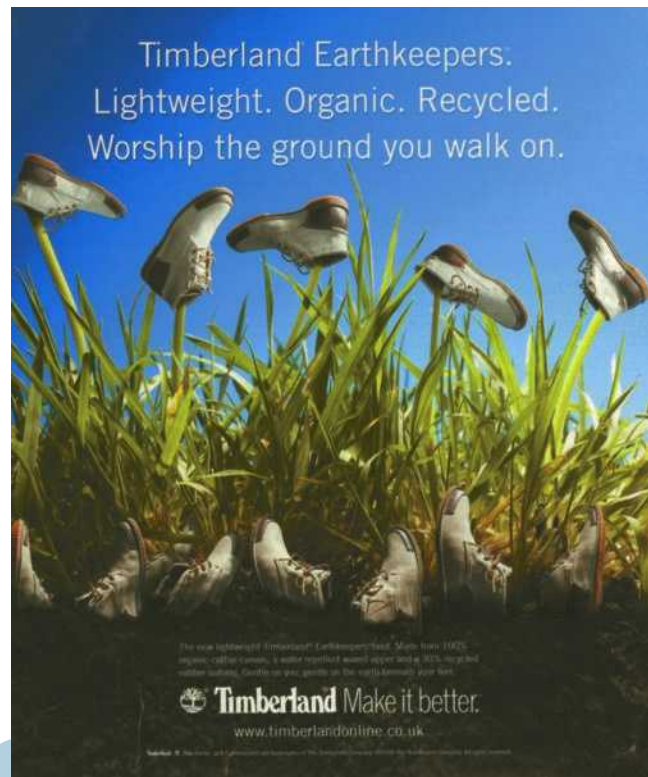


Image Courtesy of The Advertising Archives

Exhibit 1.2 ▶ Disposition

Consumers dispose of old products they acquired in a number of ways, oftentimes through recycling or vintage shops.

used packaging and recycled materials. In North and South America, Europe, and the Baltic, the company partners with firms such as PepsiCo to collect mountains of discarded packaging and turn them into usable products for sale.¹⁶

Managing Money and Making Financial Decisions

How do consumers make financial decisions before, during, and after acquiring an offering? What are their attitudes toward money and prices? These topics are the focus of much study because consumers don't always do a good job of managing money. For example, consumers generally know how to budget and plan for ordinary purchases, but they tend to underestimate spending on out-of-the-ordinary purchases and, in particular, spend more than anticipated on individual purchases.¹⁷ On the other hand, consumers do adjust their budgets in some situations. For example, perhaps because the price of gas is very salient (with prices displayed on store signs and discussed in the news), when gas prices rise, consumers do tend to shop less frequently, switch to one-stop shopping at low-price retail establishments, and reduce overall spending to compensate.¹⁸

Consumer behavior also affects decisions about managing debt. For instance, consumers

Acquisition The process by which a consumer comes to own an offering.

Usage The process by which a consumer uses an offering.

Disposition The process by which a consumer discards an offering.

are likely to make higher repayments when credit card statements make no mention of a mandatory minimum monthly repayment.¹⁹ Another study found that consumers who close a credit account are more likely to be successful at eliminating their debt, because taking this step motivates them to persist in pursuit of their goal.²⁰ When consumers feel powerful and in control of their resources, they will put more money in the bank in order to maintain that state of power.²¹

1-1c CONSUMER BEHAVIOR IS A DYNAMIC PROCESS

The sequence of acquisition, consumption, and disposition can occur over time in a dynamic order—hours, days, weeks, months, or years, as shown in Exhibit 1.1. To illustrate, assume that a family has acquired and is using a new car. Usage provides the family with information—whether the car drives well and is reliable—that affects when, whether, how, and why members will dispose of the car by selling, trading, or junking it. Because the family always needs transportation, disposition is likely to affect when, whether, how, and why its members acquire another car in the future.

Entire markets are designed around linking one consumer's disposition decision to other consumers' acquisition decisions. When consumers buy used cars, they are buying cars that others have disposed of. From eBay's online auctions to Goodwill Industries' secondhand clothing stores, from consignment shops to used books sold online, many businesses exist to link one consumer's disposition behavior with another's acquisition behavior. Environmental attitudes and actions are changing, which means marketers must take into account consumers' goals and priorities, perceptions of brands, and internal processes when planning marketing efforts.

Broader changes in consumer behavior occur over time, as well. Fifty years ago, consumers had far fewer brand choices and were exposed to fewer marketing messages. In contrast, today's consumers (particularly millennials) are more connected, easily able to research offerings online, access communications and promotions in multiple media, and check what others think of brands with a quick search or social media post. Later chapters examine these influences in more detail. Consumers can also work with marketers or with each other to collaboratively create new products.²² For example, thousands of consumers participate when Mountain Dew uses *crowdsourcing* to request ideas for new soft-drink flavors, product logos, and ads.²³

1-1d CONSUMER BEHAVIOR CAN INVOLVE MANY PEOPLE

Consumer behavior does not necessarily reflect the action of a single individual. A group of friends, a few coworkers, or an entire family may plan a birthday party or decide where to have lunch, exchanging ideas in person, on the

phone, via social media, or by e-mail or text message. Moreover, the individuals engaging in consumer behavior can take on one or more roles. In the case of a car purchase, for example, one or more family members might take on the role of information gatherer by researching different models. Others might assume the role of influencer and try to affect the outcome of a decision. One or more members may take on the role of purchaser by actually paying for the car, and some or all may be users. Finally, several family members may be involved in the disposal of the car.

1-1e CONSUMER BEHAVIOR INVOLVES MANY DECISIONS

Consumer behavior also involves understanding whether, why, when, where, how, how much, how often, and for how long consumers will buy, use, or dispose of an offering (look back at Exhibit 1.1).

Whether to Acquire/Use/Dispose of an Offering

Consumers must decide whether to acquire, use, or dispose of an offering. They may need to decide whether to spend or save their money when they earn extra cash. How much they decide to spend may be influenced by their perceptions of how much they recall spending in the past.²⁴

They may need to decide whether to order a pizza, clean out a closet, or download a movie. Some consumers collect items, for example, a practice that has created a huge market for buying, selling, transporting, storing, and insuring collectible items.²⁵ Decisions about whether to acquire, use, or dispose of an offering are often related to personal goals, safety concerns, or a desire to reduce economic, social, or psychological risk. However, such decisions can also be affected by subtle cues in our environment. Did you know that the mere act of hand washing can affect people's decisions to relinquish their own possessions?²⁶ Also, simply entering a lottery can undermine someone's self-control—making a person more likely, for example, to give in to indulgent purchases.²⁷ Self-control is an important factor in many consumer behavior situations, as you'll see in later chapters.

What Offering to Acquire/Use/Dispose Of

Consumers make decisions every day about what to buy; in fact, U.S. consumers spend an average of about \$90 per day on goods and services in a typical month.²⁸ In some cases, we make choices among product or service *categories* such as buying food versus downloading new music. In other cases, we choose between *brands* such as whether to buy an Apple iPhone or a Samsung Galaxy phone. Our choices multiply daily as marketers introduce new products, sizes, and packages. Exhibit 1.3 shows how much, on average, U.S. consumers spend for major categories of goods and services every year.

Item	Average annual expenditure by consumers
Housing	\$17,148
Transportation	9,004
Food	6,602
Personal insurance, pensions	5,528
Health care	3,631
Entertainment	2,482
Cash contributions	1,834
Clothing and services	1,604
All other expenditures	3,267
TOTAL	\$51,100

Source: Adapted from “Consumer Expenditures—2013,” *Economic News Release*, September 9, 2014, U.S. Department of Labor, U.S. Bureau of Labor Statistics, Table A, www.bls.gov.

Exhibit 1.3 ► Average Annual U.S. Consumer Spending, By Category

On average, U.S. consumers spend more for basics like housing, transportation, and food than for other categories of expenditures.

Why Acquire/Use/Dispose of an Offering

Consumption can occur for a number of reasons. Among the most important reasons, as you will see later, are the ways in which an offering meets someone’s needs, values, or goals. Some consumers acquire tattoos as a form of self-expression, to fit into a group, or to express their feelings about someone or something. Taking the self-expression of tattoos into the automotive arena, 3M makes a series of vinyl wrap “tattoos” for car owners to use in personalizing the look of their vehicles.²⁹ Acquisition may be related to a consumer’s attitudes toward money, materialism, status, emotions, and self-control, as discussed in other chapters.

Sometimes our reasons for using an offering are filled with conflict, which leads to some difficult consumption decisions. Teenagers may smoke cigarettes or e-cigarettes, even though they know it is harmful, because they think smoking will help them gain acceptance. Some consumers may be unable to stop acquiring, using, or disposing of products. They may be physically addicted to products such as cigarettes, or they may have a compulsion to eat, gamble, or buy.

Why an Offering Is Not Acquired/Used/Disposed Of

Marketers also try to understand why consumers do *not* acquire, use, or dispose of an offering. For example, consumers may delay buying a particular consumer

electronics product because they believe that the product will soon be outdated or that some firms will leave this market, leaving them without after-sale support or service. At times, consumers who want to acquire or consume an offering are unable to do so because what they want is unavailable. Ethics and social responsibility can also play a role. Some consumers may want to avoid products made in factories with questionable labor practices or avoid movies downloaded, copied, and shared without permission.³⁰ This is why *transparency* is increasingly of concern when consumers want to know what a brand or company stands for.

How to Acquire/Use/Dispose of an Offering

Marketers gain a lot of insight by understanding how consumers acquire, consume, and dispose of an offering.

Ways of Acquiring an Offering

How do consumers decide whether to acquire an offering in a store or mall, online, or at an auction?³¹ How do they decide whether to pay with cash, a check, a debit card, a credit card, an electronic system such as PayPal, or a “mobile wallet” smartphone payment app such as

Acquisition Method

Description

Buying	Buying is a common acquisition method used for many offerings.
Trading	Consumers might receive a good or service as part of a trade.
Renting or leasing	Instead of buying, consumers rent or lease cars, furniture, vacation homes, and more.
Bartering	Consumers (and businesses) can exchange goods or services without having money change hands.
Gifting	Each society has many gift-giving occasions as well as informal or formal rules dictating how gifts are to be given, what is an appropriate gift, and how to respond to a gift.
Finding	Consumers sometimes find goods that others have lost (hats left on a bus) or thrown away.
Stealing	Because various offerings can be acquired through theft, marketers have developed products to deter this acquisition method, such as alarms to deter car theft.
Stealing	Another method of acquisition is by sharing or borrowing. Some types of “sharing” are illegal and border on theft, as when consumers copy and share movies.

Exhibit 1.4 ► Eight Ways to Acquire an Offering

There are many ways that consumers can acquire an offering.

Apple Pay?³² These examples relate to consumers' buying decisions, but Exhibit 1.4 shows that consumers can acquire an offering in other ways. As the cost of cars and car insurance rises, some consumers are choosing not to buy cars, but to instead use services like Zipcar or Uber.³³

Ways of Using an Offering

In addition to understanding how consumers acquire an offering, marketers want to know how consumers use an offering. For obvious reasons, marketers want to ensure that their offering is used correctly. Improper usage of offerings like cough medicine or alcohol can create health and safety problems.³⁴ Because consumers may ignore label warnings and directions on potentially dangerous products, marketers who want to make warnings more effective have to understand how consumers process label information.

Using an offering can include what we use with the offering (e.g., chips with salsa) as well as how we store and organize the items in our homes. Some interesting research suggests that we like to have things organized in our homes because we feel less anxiety and a greater sense of control over our lives when things are structured.³⁵ Notably though what seems organized to one person may seem messy to another. Whereas you might think about the items in your room in finely grained categories (e.g., black shirts are different from white shirts, and pants, shoes, and belts are in a different categories altogether), your roommate might have broader categories for thinking of items in their closet (they're all just "my clothes"). You may think her closet is messy; your roommate may think the organization of her closet is perfectly fine.³⁶

Ways of Disposing of an Offering

Sometimes nothing but the packaging remains of an offering (such as food) after it has been consumed. This leaves only a decision about whether to recycle or not, and how. Consumers who want to dispose of a tangible product have several options:³⁷

- *Find a new use for it.* Using an old toothbrush to clean rust from tools or making shorts out of an old pair of jeans shows how consumers can continue using an item instead of disposing of it.
- *Get rid of it temporarily.* Renting or lending an item is one way of getting rid of it temporarily.
- *Get rid of it permanently.* Throwing away an item, sending it to a recycling center, trading it, giving it away, or selling it are all ways to get rid of it permanently. However, some consumers refuse to throw away things that they regard as special, even if the items no longer serve a functional purpose.

When to Acquire/Use/Dispose of an Offering

The timing of consumer behavior can depend on many factors, including our perceptions of and attitudes toward time itself. Consumers may think in terms of whether it is

"time for me" or "time for others" and whether acquiring or using an offering is planned or spontaneous.³⁸ In cold weather, our tendency to rent movies, call for a tow truck, or shop for clothes is greatly enhanced. At the same time, we are less likely to eat ice cream, shop for a car, or look for a new home during cold weather. Time of day influences many consumption decisions, which is why Panera Bread is adding drive-throughs to accommodate breakfast customers in a hurry and McDonald's now serves breakfast all day, every day.³⁹

Our need for variety can affect when we acquire, use, or dispose of an offering. We may decide not to eat a sandwich for lunch today if we have already had it every other day this week. Transitions such as graduation, birth, retirement, and death also affect when we acquire, use, and dispose of offerings. For instance, we buy wedding rings when we get married. When we consume can be affected by traditions influenced by our families, our culture, and the area in which we live.

Decisions about when to acquire or use an offering are also affected by knowing when others might or might not be buying or using it. Thus, we might choose to go to the gym when we know that others will *not* be doing so. In addition, we may wait to buy until we know something will be on sale; even if we have to line up to buy something popular, we are likely to continue waiting if we see many people joining the line behind us.⁴⁰ Also, waiting to consume a pleasurable product such as candy increases our enjoyment of its consumption, even though we may be frustrated by having to wait.⁴¹

Another decision is when to acquire a new, improved version of a product we already own. This can be a difficult decision when the current model still works well or has sentimental value. However, marketers may be able to affect whether and when consumers buy upgrades by providing economic incentives for replacing older products.⁴²

Even the first letter of our last name can impact when we acquire products. If your last name begins with a letter that's later in the alphabet (i.e., W, X, Y, or Z) you may be faster in buying the product than consumers whose last name begins with a letter that's in the beginning of the alphabet. Why? One reason is that as a kid you were always last when lines or roll calls were alphabetical. If you've learned to wait, you may develop a desire not to wait, which leads to buying more quickly.⁴³

Where to Acquire/Use/Dispose of an Offering

In addition to acquisition decisions, consumers also make decisions about where to consume various products. For example, the need for privacy motivates consumers to stay home when using products that determine whether they are ovulating or pregnant. On the other hand, wireless connections allow consumers in public places to make phone calls, post messages and photos to social media sites, play computer games, and download photos or music from anywhere in the world.