

## CONSUMER BEHAVIOR

building Marketing Strategy

## Contents

Part One Introduction 2	Part Two External Influences 36
CHAPTER ONE	CHAPTER TWO
Consumer Behavior and Marketing Strategy 5	Cross-Cultural Variations in
Applications of Consumer Behavior 9	Consumer Behavior 39
Marketing Strategy 9	The Concept of Culture 42
Regulatory Policy 10	Variations in Cultural Values 45
Social Marketing 10	Other-Oriented Values 45
Informed Individuals 10	Environment-Oriented Values 50
Marketing Strategy and Consumer Behavior 11	Self-Oriented Values 52
Market Analysis Components 14	Cultural Variations in Nonverbal Communications 55
The Consumers 15	Time 56
The Company 15	Space 58
The Competitors 15	Symbols 59
The Conditions 16	Friendship 61
Market Segmentation 16	Agreements 62
Product-Related Need Sets 17	Things 62
Customers with Similar Need Sets 18	Etiquette 63
Description of Each Group 18	Conclusions on Nonverbal Communications 63
Attractive Segment(s) to Serve 18	Global Cultures 64
Marketing Strategy 19	A Global Teenage Culture? 64
The Product 19	Global Demographics 65
Communications 20	Cross-Cultural Marketing Strategy 67
Price 21	Considerations in Approaching a Foreign Market 68
Distribution 22	Summary 71
Service 22	Cuanta Tuna
Consumer Decisions 22	CHAPTER THREE
Outcomes 23	The Changing American Society: Values 79
Firm Outcomes 23	Changes in American Cultural Values 80
Individual Outcomes 24	Self-Oriented Values 81
Society Outcomes 25	Environment-Oriented Values 84
The Nature of Consumer Behavior 26	Other-Oriented Values 87
External Influences 28	Marketing Strategy and Values 89
Internal Influences 29	Green Marketing 89
Self-Concept and Lifestyle 29	Cause-Related Marketing 92
Situations and Consumer Decisions 29	Marketing to Gay and Lesbian Consumers 94
The Meaning of Consumption 30	Gender-Based Marketing 98
Summary 32	Summary 104

CHAPTER FOUR	Religious Subcultures 175
The Changing American Society:	Christian Subcultures 175
Demographics and Social Stratification 111	M. 07 1 2 2 2
	B
Demographics 112	Regional Subcultures 180 Summary 181
Population Size and Distribution 113	Summary 181
Occupation 113	CHAPTER SIX
Education 115	The American Society: Families
Income 116	and Households 189
Age 118	" <del></del>
Understanding American Generations 120	The Nature of American Households 191
The Pre-Depression Generation 121	Types of Households 191
Depression Generation 122	The Household Life Cycle 194
Baby Boom Generation 124 Generation X 125	Marketing Strategy Based on the Household Life Cycle 202
Generation Y 127	Family Decision Making 204
Millennials 130	The Nature of Family Purchase Roles 204
Social Stratification 130	Determinants of Family Purchase Roles 207
Social Structure in the United States 132	Conflict Resolution 207
Upper Americans 132	Conclusions on Family Decision Making 208
Middle Americans 136	Marketing Strategy and Family Decision Making 208
Lower Americans 137	Consumer Socialization 210
The Measurement of Social Class 140	The Ability of Children to Learn 210
B	The Content of Consumer Socialization 210
Contain Counties at the same	The Process of Consumer Socialization 211
Summary 144 142	The Supermarket as a Classroom 213
Junitary 144	Marketing to Children 214
CHAPTER Five	Summary 216
The Changing American Society:	,
Subcultures 151	CHAPTER SEVEN
THE NEW YORK OF THE PARTY OF TH	Group Influences on Consumer
The Nature of Subcultures 152	Behavior 223
Ethnic Subcultures 154	Types of Groups 224
African Americans 157	
Consumer Groups 158	n 1 a
Media Usage 159	
Marketing to African Americans 159 Hispanics 162	Reference Group Influences on the Consumption Process 231
Identification with Traditional Hispanic	The Nature of Reference Group Influence 232
Culture 164	Degree of Reference Group Influence 233
Marketing to Hispanics 166 Asian Americans 169	Marketing Strategies Based on Reference Group Influences 235
2	Personal Sales Strategies 236
•	Advertising Strategies 236
Marketing to Asian Americans 171 Native Americans 173	Communications within Groups and Opinion
	Leadership 238
Asian-Indian Americans 173	Situations in Which Opinion Leadership
Arab Americans 174	Occurs 239

Opinion Leader Characteristics 240  Marketing Strategy and Opinion Leadership 242  Diffusion of Innovations 246  Categories of Innovations 246  Diffusion Process 248  Marketing Strategies and the Diffusion  Process 253	Advertisements and Package Design 301 Developing Warning Labels and Disclaimers 302 Advertising Evaluation 303 Ethical Concerns 305 Summary 306 CHAPTER NINE
Summary 255	Learning, Memory, and
■ Part Two Cases 262	Product Positioning 315
<ul> <li>2–1 Norelco's Advantage Razor Introduction 262</li> <li>2–2 Crest Rejuvenating Effects 264</li> <li>2–3 Tony the Tiger Goes Global 264</li> <li>2–4 Wal-Mart Enters China 266°</li> <li>2–5 Skoda's U.K. Turnaround Attempt 267</li> <li>2–6 McDonald's Social Responsibility Report 268</li> <li>2–7 Dixon Ticonderoga's Prang Soybean Crayon 270</li> <li>2–8 The Mosquito Magnet 270</li> <li>2–9 Marketing Seasoning Sauces to African Americans and Hispanics 271</li> <li>2–10 Fighting Obesity in Kids 272</li> </ul> Part Three	Nature of Learning 316  Learning under Conditions of High and Low Involvement 317  Conditioning 319  Cognitive Learning 323  Summary of Learning Theories 325  General Characteristics of Learning 326  Strength of Learning 326  Extinction 330  Stimulus Generalization 331  Stimulus Discrimination 332  Response Environment 332  Memory 333  Short-Term Memory 334  Long-Term Memory 335  Brand Image and Product Positioning 337
CHAPTER EIGHT Perception 277	Product Positioning 339 Brand Equity and Brand Leverage 342 Summary 345
Perception 278 Exposure 279 Attention 282	CHAPTER TEN Motivation, Personality, and Emotion 353
Stimulus Factors 284 Individual Factors 288 Situational Factors 289 Nonfocused Attention 290 Interpretation 291 Individual Characteristics 292 Situational Characteristics 293 Stimulus Characteristics 295 Interpreting Images 296 Consumer Inferences 297 Perception and Marketing Strategy 298	The Nature of Motivation 354  Maslow's Hierarchy of Needs 355  McGuire's Psychological Motives 355  Motivation Theory and Marketing Strategy 362  Discovering Purchase Motives 362  Marketing Strategies Based on  Multiple Motives 364  Marketing Strategies Based  on Motivation Conflict 366  Do Marketers Create Needs? 366  Personality 367
Retail Strategy 298 Brand Name and Logo Development 298 Media Strategy 300	The Use of Personality in Marketing Practice 369 Emotion 372 Types of Emotion 373

Emotions and Marketing Strategy 373	Geo-Demographic Analysis (PRIZM) 442
Emotion Arousal as a Product Benefit 374	Total
Emotion Reduction as a Product Benefit 374	International Lifestyles: Global Scan 444 Summary 446
Emotion in Advertising 374	•
Measuring Emotional Responses 376	PART THREE CASES 452
Summary 377	3–1 Levi's Blues 452
·	3–2 Marketing the California Avocado 453
CHAPTER ELEVEN	3-3 Dairy Queen Sells Irradiated Burgers 456
Attitudes and Indiana to Account	3-4 Kraft's Umbrella Campaign 457
	3–5 Revion for Men? 459
Attitude Components 387	3-6 Made in Mexico 461
Cognitive Component 387	3-7 ThirstyDog! and ThirstyCat! 463
Affective Component 390	3-8 Hardiplank's Pull Strategy 464
Behavioral Component 390	3-9 National Campaign to Prevent Teen
Component Consistency 391	Pregnancy 465
Measurement of Attitude Components 393	3-10 Bayer Ibuprofen? 468
Attitude Change Strategies 395	
Change the Cognitive Component 395	
Change the Affective Component 396	Part Four
Change the Behavioral Component 398	Consumer Decision Process 470
Individual and Situational Characteristics That	
Influence Attitude Change 399	CHAPTER THIRTEEN
Communication Characteristics That Influence	Situational Influences 473
Attitude Formation and Change 401	The Nature of Situational Influence 474
Source Characteristics 401	THE CO. LANSING
Appeal Characteristics 405	
Message Structure Characteristics 410	701 77 w.
Market Segmentation and Product Development	
Strategies Based on Attitudes 411	The Disposition Situation 476
Market Segmentation 411	Situational Characteristics and Consumption Behavior 477
Product Development 411	Physical Features 477
Summary 413	6 116
	- ·
CHAPTER TWELVE	
Self-Concept and Lifestyle 421	
Self-Concept 422	
December 10 m and a second	
14	Situational Influences and Marketing Strategy 489
• • • • • • • • • • • • • • • • • • •	Summary 492
Using Self-Concept to Position Products 426	CHAPTER FOURTEEN
Marketing Ethics and the Self-Concept 427	
The Nature of Lifestyle 429	Consumer Decision Process and
Measurement of Lifestyle 430	Problem Recognition 499
The VALS System 433	Types of Consumer Decisions 500
The VALS Segments 435	Nominal Decision Making 501
Issues and Uses of VALS 439	Limited Decision Making 503
Yankelovich's Monitor MindBase 440	Extended Decision Making 503

Contents

The Process of Problem Recognition 504	Individual Judgment and Evaluative Chieffa 308
The Nature of Problem Recognition 504	Accuracy of Individual Judgments 568
Types of Consumer Problems 507	Use of Surrogate Indicators 568
Uncontrollable Determinants of Problem Recognition 508	Evaluative Criteria, Individual Judgments, and Marketing Strategy 570
Marketing Strategy and Problem Recognition 510	Decision Rules for Attribute-Based Choices 570
Discovering Consumer Problems 510	Conjunctive Decision Rule 572
Responding to Consumer Problems 512	Disjunctive Decision Rule 572
Helping Consumers Recognize Problems 513	Elimination-by-Aspects Decision Rule 574
Suppressing Problem Recognition 517	Lexicographic Decision Rule 575
Summary 517	Compensatory Decision Rule 577
O	Summary of Decision Rules 578
Chapter Fifteen 523	Summary 578
Nature of Information Search 525	CHAPTER SEVENTEEN
Types of Information Sought 526	Outlet Selection and Purchase 587
Evaluative Criteria 526	Outlet Choice versus Product Choice 588
Appropriate Alternatives 527	The Retail Scene 589
Alternative Characteristics 529	Internet Retailing 591
Sources of Information 530	Store-Based Retailing 595
Information Search on the Internet 532	Attributes Affecting Retail Outlet Selection 598
Amount of External Information Search 537	Outlet Image 598
Costs versus Benefits of External Search 538	Retailer Brands 600
Market Characteristics 539	Retail Advertising 601
Product Characteristics 540	Outlet Location and Size 603
Consumer Characteristics 540	Consumer Characteristics and Outlet Choice 604
Situation Characteristics 542	Perceived Risk 604
Marketing Strategies Based on Information	Shopping Orientation 606
Search Patterns 543	In-Store Influences That Affect Brand Choices 607
Maintenance Strategy 543	The Nature of Unplanned Purchases 607
Disrupt Strategy 543	Point-of-Purchase Displays 609
Capture Strategy 544	Price Reductions and Promotional Deals 609
Intercept Strategy 545	Outlet Atmosphere 611
Preference Strategy 545	Stockouts 614
Acceptance Strategy 546	Website Layout, Functioning, and Requirements 614
Summary 547	Sales Personnel 615
CHAPTER SIXTEEN	Purchase 615
Alternative Evaluation and Selection 555	Summary 616
How Consumers Make Choices 556	CHAPTER EIGHTEEN
Affective Choice 557	Postpurchase Processes, Customer
Attribute-Based versus Attitude-Based	Satisfaction, and Customer Commitment 625
Choice Processes 560	Postpurchase Dissonance 627
Evaluative Criteria 562	Product Use and Nonuse 629
Nature of Evaluative Criteria 562	Product Una 620

Measurement of Evaluative Criteria

565

Product Nonuse

Disposition 634  Product Disposition and Marketing Strategy 634  Purchase Evaluation and Customer Satisfaction 637  The Evaluation Process 638  Dissatisfaction Responses 641  Marketing Strategy and Dissatisfied Consumers 642  Customer Satisfaction, Repeat Purchases, and Customer Commitment 644  Repeat Purchasers, Committed Customers, and Profits 646  Repeat Purchasers, Committed Customers, and Marketing Strategy 648  Summary 651	Internal Factors Influencing Organizational Culture 694  Organizational Values 694  Perception 695  Learning 697  Motives and Emotions 697  Summary 698  PART FIVE CASES 702  5–1 Mack Trucks' Integrated Communications Campaign 702  5–2 Kenestic, Inc. 703
PART FOUR CASES 660  4-1 Supermarket Shopping in Europe 660  4-2 General Motors' Electric Vehicle—EV1 660  4-3 Is Sears on Target? 661  4-4 Vespa Boutiques 664	Part Six Consumer Behavior and Marketing Regulation 706
<ul> <li>4–5 The Most Recognized and Respected Brand in the World? 665</li> <li>4–6 A Product Failure at Saturn 666</li> <li>4–7 Online Retailing to Ethnic Subcultures 667</li> <li>4–8 Increasing Egg Consumption 668</li> <li>4–9 Encouraging the Early Detection of Diseases 672</li> </ul>	CHAPTER TWENTY Marketing Regulation and Consumer Behavior 709
	Regulation and Marketing to Children 711  Concerns about the Ability of Children to Comprehend Commercial Messages 711  Concerns about the Effects of the Content of Commercial Messages on Children 713
Part Five Organizations as Consumers 674	Controversial Marketing Activities Aimed at Children 716 Children's Online Privacy Issues 720 Regulation and Marketing to Adults 722
CHAPTER NINETEEN Organizational Buyer Behavior 677	Marketing Communications 722 Product Issues 730
Organizational Purchase Process 680  Decision-Making Unit 680  Purchase Situation 682  Steps in the Organizational Decision Process 683  Organizational Culture 689	Pricing Issues 731  Summary 731  ■ PART Six Cases 738  6–1 Walt Disney Internet Group Privacy Policy for Kids under 13 738
External Factors Influencing Organizational Culture 689 Firmographics 689 Culture/Government 692 Reference Groups 693	6–2 Safer Cigarettes? 739  Appendix A Consumer Research Methods 741  Appendix B Consumer Behavior Audit 749  Index 755