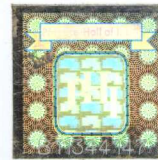


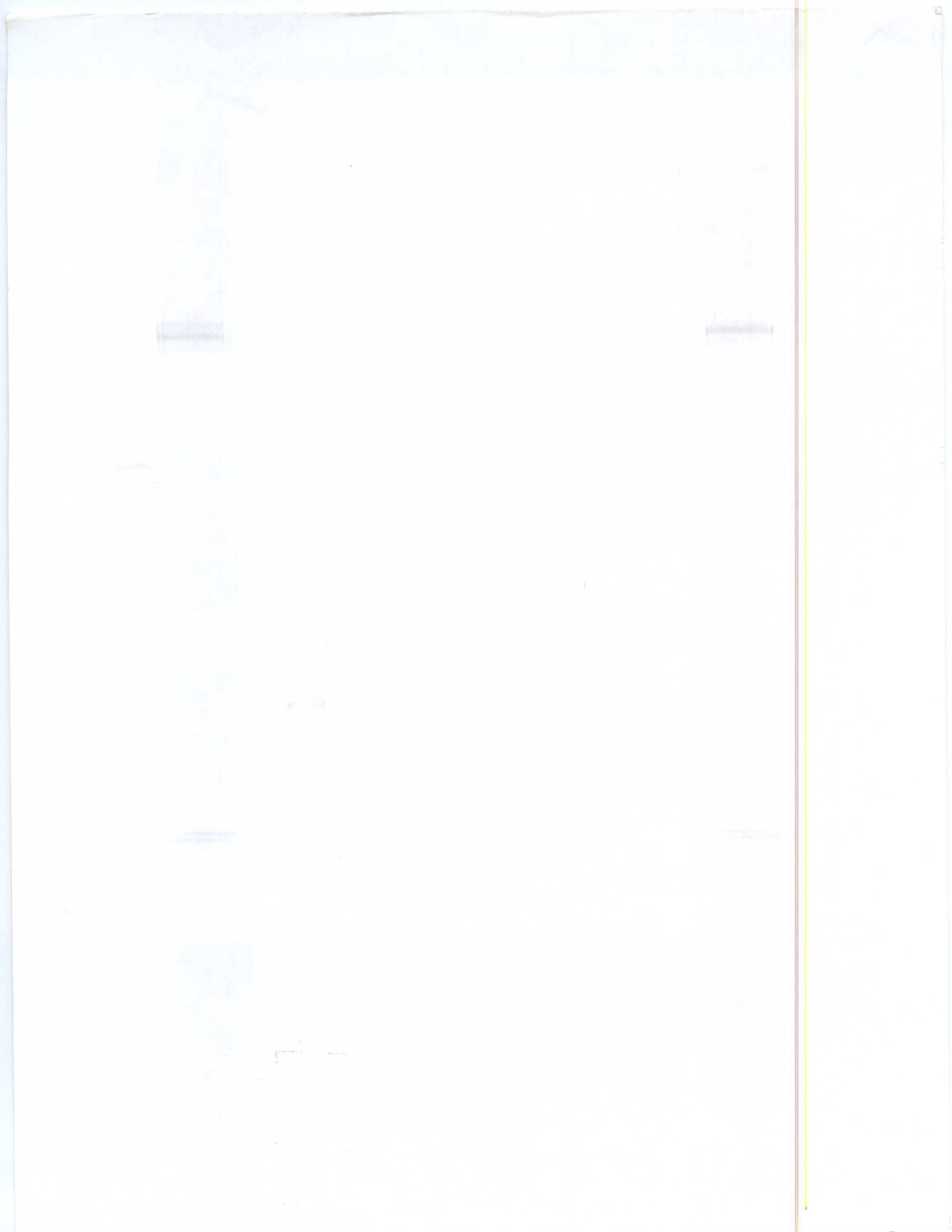
Eastern  
Economy  
Edition

# Consumer Behavior

Leon G. Schiffman  
Leslie Lazar Kanuk

ninth edition





# Brief Contents

## **PART ONE** Introduction 2

### chapterone

- › **Consumer Behavior: Its Origin and Strategic Applications** 2

### chaptertwo

- › **Consumer Research** 20

### chapterthree

- › **Market Segmentation** 42

## **PART TWO** The Consumer as an Individual 80

### chapterfour

- › **Consumer Motivation** 80

### chapterfive

- › **Personality and Consumer Behavior** 114

### chaptersix

- › **Consumer Perception** 150

### chapterseven

- › **Consumer Learning** 196

### chaptereight

- › **Consumer Attitude Formation and Change** 236

### chapternine

- › **Communication and Consumer Behavior** 274

## **PART THREE** Consumers in Their Social and Cultural Settings 310

### chapterten

- › **Reference Groups and Family Influences** 310

### chaptereleven

- › **Social Class and Consumer Behavior** 356

### chaptertwelve

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

### chapterthirteen

- › **Subcultures and Consumer Behavior** 420

### chapterfourteen

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

## **PART FOUR** The Consumer's Decision-Making Process 480

### chapterfifteen

- › **Consumer Influence and the Diffusion of Innovations** 480

### chaptersixteen

- › **Consumer Decision Making** 524

- › **Cases** C-1

- › **Glossary** G-1

- › **Index** I-1

# Table of 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 188
- chapter eight  
Consumer Attitude Formation and Change 228
- 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 358
- chapter twelve  
The Influence of Culture on Consumer Behavior 382
- 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

### chapter one

#### › 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

### chapter two

#### › Consumer Research 20

##### consumer research paradigms 22

- Quantitative research 22
- Qualitative research 22

## PART TWO

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

### chapter three

#### › 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

**x Contents**

**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**

**chapterthirteen**

› **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**

**chapterfourteen**

› **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

**chapterfifteen**

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

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

## xiv Contents

- 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 is 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