

CONTENTS

Preface

vii

Part ONE

An Overview of Consumer Behavior

Chapter ONE

Introduction: The World of Consumers

Overview 6

Consumer Activities in Daily Life 6

What Is Consumer Behavior? 9

The Domain of Consumer Behavior 9

The Circle of Consumption and Marketing Strategy 11

How Do You Study Consumers? 15

Why Study Consumer Behavior? 19

Chapter TWO

The Changing World of Consumption

Overview 32

The Global Economy 34

Economic Indicators 35

Global Markets 39

Global Trends 40

The Service Economy 40

Green Marketing 40

Growing Gap between Rich and Poor 41

Earthscaping 42

Consumption in North America and Western Europe 44

Consumption Patterns and Preferences 44

Trends and Changes in Consumer Behavior 47

Consumption in Japan and the Newly Industrialized Countries of the Pacific Rim 48

Consumption Patterns and Preferences 51

Trends and Changes in Consumer Behavior 51

Consumption in Transitional Economies: Eastern Europe 52

Consumption Patterns and Preferences 52

Trends and Changes in Consumer Behavior 54

Consumption in Developing and Less Affluent Countries 56

Consumption Patterns and Preferences 57

Trends and Changes in Consumer Behavior 60

Chapter THREE

The Meaning and Nature of Culture

Overview 73

The Meaning and Nature of Culture 73

Cultural Values 82

Cultural Myths and Symbols 87

Cultural Rituals 93

Guidelines for Cultural Awareness 96

Globalization, Consumer Culture, and Cultural Creolization 102

Chapter FOUR

Consumption Meanings

Overview 118

Nonmarket Sources of Meaning 118

Marketing Success and the Loss of Meaning 119

Whose Meaning and Meaning for Whom?

Semiosis 120

Brand Image 120

Semiotic Process of Interpretation 122

Types of Meanings 127

Utilitarian Meanings 127

Sacred and Secular Meanings 129

Hedonic Meanings 131

Social Meanings 132

Movement of Meanings: Origins of

Meaning 133

Linking Cultural Meanings and Product

Meanings 134

Advertising Texts and Consumption Meanings 135

Visual Conventions and Consumption
Meanings 137

Characters and Consumption Meanings 138

Linking Product Meanings and Consumption

Meanings 140

Modes and Rituals of Meaning Transfer 142

Malleability and Movement of Meanings 145

Collecting and Museums 146

Cross-Cultural Perspectives on the Meanings of

Possessions 149

Consumers' Thoughts, Feelings, and
Behaviors 177

Marketing Imagination 179

Market Segmentation and Mass

Customization 182

Investigating Consumer-Product
Relationships 183

Investigating Alternative Segmentation
Approaches 187

Choosing Market Segments to Target 195

Product Positioning 199

Designing a Market Mix Strategy 202

Chapter SIX

Learning about Consumers

Overview 213

Consumer Research in the Twenty-First
Century 214

Speed 214

The Internet 214

Globalization 215

Data Overload 217

Data Mining 218

Learning about Consumers 223

The Research Process 224

Defining the Problem and Project Scope 224

The Research Approach 225

The Research Design 226

Fieldwork and Data Collection 230

Data Analysis and Interpretation 232

Report of Findings 232

Summary Features of the Research Process 233

Asking Questions 235

The Importance of How Researchers Ask
Questions 235

Part TWO

Marketing Decisions and Consumer Behavior

Chapter FIVE

Consumer Behaviors and Marketing Strategies

Overview 165

Marketing Strategies 166

Market Focused and Customer Oriented 172

The Context of Strategy Development 175

Three Questions Researchers Should Ask about
Research Questions 235

Specific Guidelines for Asking Questions 237

Conducting International Consumer
Research 239

Conducting Research on the
Internet 242

Ethics in Consumer Research 246

Part THREE

Consumers as Interpreters

Chapter SEVEN

Consumer Motives, Goals, and Involvement

Overview 258

Consumer Motivation and Goals 259

Consumer Goal Hierarchies 260

Consumer Motivation in Context 261

Classic Theories of Motivation 267

Overview of Freud's Theory 267

Overview of Jung's Theory 268

Overview of Maslow's Theory 269

Overview of Murray's Theory 271

Five Consumer Motives in Cultural
Perspective 272

The Achievement Motive 272

The Power Motive 273

The Uniqueness/Novelty Motive 273

The Affiliation Motive 274

The Self-Esteem Motive 275

Motivational Conflict 275

Approach-Avoidance Conflict 276

Approach-Approach Conflict 276

Avoidance-Avoidance Conflict 276

Researching Motives 277

The Means-Ends Chain and Laddering 277

The Zaltman Metaphor Elicitation Technique 279

Consumer Involvement 281

*Types and Characteristics of Consumer
Involvement* 282

*Marketing Implications of Different Levels of
Involvement* 285

Chapter EIGHT

Perception: Worlds of Sensations

Overview 299

The Subjective Nature of Perception 299

Sensation and Sensory Thresholds 300

Sensory Systems and Marketing Effects 300

Sensory Thresholds 304

Weber's Law and the JND 306

The Perceptual Process 308

Preattentive Processing 308

Selection 309

Organization 311

Interpretation and Elaboration 317

Perceptual Judgments and Marketing
Strategies 319

Perceived Quality 320

Product-Country Image Effects 321

Matters of Taste: Aesthetic Bridges between
Goods 323

Chapter NINE

Experience, Learning, and Knowledge

Overview 338

Experience, Learning, and Knowledge in
Context 340

Experience 341

Learning 342

Memory	342
Knowledge	342
Consumer Experiences	343
The New Experience Economy	345
Anticipated Consumption	347
A Typology of Consumer Experiences	348
Consumer Learning	349
What Is Learning?	349
Types of Learning	351
Behavioral Learning Theories	353
Memory and Retrieval	356
How Memory and Retrieval Work	356
The Social Nature of Memory	357
What Are the Types of Memory?	359
Retrieving Memories	362
How Memory Fails Us	362
Enhancing Consumer Memory	368
Knowledge	371
Assigning Products to Categories	372
Consumer Inferences	374

Chapter TEN

The Self and Selves

Overview	388
Personality	389
Traits	390
Self-Esteem and Self-Efficacy	393
Applications to Consumer Behavior Research	395
Self-Concept	398
Self-Concept Is Multifaceted	398
Self-Concept Depends on Situations and Motives	401
Behavioral Constraints and Possible Selves	403

Self-Concept Is Changeable	404
The Dynamic Self-Concept	406
Intrapersonal Processes	406
Interpersonal Processes	412
The Postmodern Self	416
Self-Concept and the Circle of Consumption	417
Self-Concept around the World	419

Part FOUR

Consumers in Social Context

Chapter ELEVEN

Lifestyles: Consumption Subcultures

Overview	436
Product Constellations	440
Psychographics and Lifestyle	443
VALS, LOV, and Other Psychographic Segmentation Schemes	448
Values and Lifestyles Systems (VALS 1)	448
Values and Lifestyles Systems (VALS 2)	448
Japan VALS	453
List of Values (LOV) Approach	454
Cohort Analysis	454
Regional Lifestyles	457
PRIZM	458
Shifting Lifestyles	459
International Lifestyle Segments	463
Global Scan	463
Criticisms of Lifestyles Research	468

Chapter TWELVE

Economic and Social Segments

Overview	476
----------	-----

Economic and Social Segments	477
<i>Symbolic Capital</i>	478
<i>Class Variation in Consumer Behavior</i>	480
<i>Upper-Class Segments</i>	486
<i>Middle-Class Segments</i>	489
<i>Working-Class and Underclass Segments</i>	490
<i>Ethnicity</i>	492
<i>Targeting and Positioning Issues in Multicultural Marketing</i>	499
<i>Caste</i>	501
Other Structural Segments	501
<i>Age</i>	502
<i>Gender</i>	511
<i>Gay Consumers</i>	517
<i>Religion</i>	517

Chapter THIRTEEN

Organizational and Household Behaviors

Overview	540
Group Structure and Characteristics	541
<i>Group Size</i>	541
<i>Group Formality</i>	541
<i>Voluntary or Involuntary Membership</i>	542
<i>Primary and Secondary Groups</i>	542
<i>Affect</i>	543
Organizational Culture, Identity, and Consumption Activities	543
<i>Organizational Culture</i>	543
<i>Organizational Stories, Group Rituals, and Performances</i>	543
Organizational Consumers	546
Types of Organizational Purchases	549
Families and Households	553

<i>Description</i>	553
<i>Membership in Households</i>	554
<i>Coresidence and Dwellings</i>	554
<i>Family Life Cycle</i>	555
<i>Changing Household Segments and Demographic Trends</i>	556
<i>How Marketers Use the Family Life Cycle</i>	557
<i>Implications for Marketing Management</i>	560
Household Consumption Activities	561
<i>Consumer Socialization</i>	561
<i>Production Activities</i>	562
<i>Resource Pooling</i>	563
Household Decision Making	566
<i>Moral Framework for Decisions</i>	566
<i>Decision Roles and Decision-Making Styles</i>	567
<i>Role Specialization</i>	569
<i>Gender-Role Orientation</i>	570
Other Consuming Collectives	571

Chapter FOURTEEN

Interpersonal Influence

Overview	585
Beliefs about Personal and Social Influence	586
The Social Context of Personal Consumption Behavior	588
Tools of Influence	594
<i>Three Forms of Influence</i>	594
<i>Commonly Used Influence Tactics</i>	600
Reference Groups	608
<i>Types of Reference Groups</i>	609
<i>The Degree of Reference Group Influence</i>	612
Resisting Influence	614

Consumer Action**Chapter FIFTEEN****Consumer Attitudes and Decisions**

Overview 630

Why Consumers Have Attitudes 632

How Attitudes Are Structured 633

What Consumers Have Attitudes About 633*Attitude Characteristics* 634*Attitude Dimensions* 636*Relationships among Attitudes* 636

Different Theories about Attitudes 637

Dissonance Theory 638*The Elaboration Likelihood Model* 639*Theory of Reasoned Action and Planned Behavior* 642

Consumer Judgments 648

Consumers as Adaptive Decision Makers 650

Consumer Action without Decisions 651*Common Tools for Making Decisions* 651**Chapter SIXTEEN****Acquiring Things**

Overview 668

Acquisition Models 672

Social Exchange 674

Purchases 676

Purchase Decisions 676*Impulse Purchases* 678*Managing and Controlling Purchases* 679*Shopping Styles and Goals* 684

Countertrade and Barter 685

Gift Giving and Receiving 688

Gift Exchange in Cross-Cultural Perspective 690*Types of Gift Exchange* 690*The Power of Gifts and Marketing Implications* 696**Chapter SEVENTEEN****Consumer Innovation**

Overview 710

Innovation 712

Types of Innovations 712*Innovation Characteristics That Influence Adoption* 717

Key Concepts in the Study of Consumer Change 720

Diffusion and Adoption 720*Conservatism, Resistance, and Discontinuance* 722

The Context of Innovation, Diffusion, and Discontinuance 724

The Environmental Context for Innovation 724*The Cultural and Social Contexts for Innovation* 725*Social Group Influence on Innovation and Adoption* 728

Adoption 733

Adopter Categories 734*The Adoption Process* 739**Chapter EIGHTEEN****Consumer Satisfaction**

Overview 754

Defining Satisfaction 755

What Is Satisfaction? 755*What Is Dissatisfaction?* 757

Managerial Concern with Satisfaction	758		
What Causes Satisfaction?	760		
<i>How Are Performance and Satisfaction Related?</i>	760		
<i>How Are Employee and Customer Satisfaction Related?</i>	764		
<i>How Are Choice and Satisfaction Related?</i>	765		
<i>How Do Consumers Judge Satisfaction?</i>	767		
<i>Expectancy–Disconfirmation Model of Satisfaction</i>	768		
<i>Other Comparative Standards for Judging Satisfaction</i>	772		
<i>Consumer Attributions and the Satisfaction Process</i>	774		
Emotions, Ambivalence, and Satisfaction	776		
<i>Satisfaction as Contentment</i>	777		
<i>Satisfaction as Pleasure</i>	777		
<i>Satisfaction as Delight</i>	777		
<i>Satisfaction as Relief</i>	778		
<i>Satisfaction as Ambivalence</i>	779		
The Consequences of Satisfaction and Dissatisfaction	780		
Exit	780		
Voice	780		
Continued Patronage	783		
Twist	784		
Chapter NINETEEN			
Disposition, Recycling, and Reuse			
Overview	801		
<i>Why Be Interested in Disposition?</i>	802		
		<i>Historical and Cross-Cultural Perspectives on Disposition</i>	805
The Disposition Process	808		
A Model of Disposition	809		
Voluntary and Involuntary Disposition	812		
Profiles of Disposition Behaviors	816		
Discard It	816		
Sell It	816		
Donate It	817		
Gift It	818		
Store It	819		
Recover It	820		
Situational and Individual Factors Affecting Disposal Choices	822		
Factors Intrinsic to the Product	822		
Competitive Pressures	822		
Situational Factors Extrinsic to the Product	825		
Life-Status Changes	826		
Disposition: Segmentation and Psychographic Factors	827		
Segmentation	827		
Demographic and Psychographic Factors	830		
Disposition as a Product Choice Criterion	831		
Disposition and Product Choice	831		
Recycled and Green Products	832		
		Photo Credits	842
		Index	I-1