

Fifth Edition

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# 消费者行为学

(第五版)

Leon G. Schiffman  
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清华大学出版社 Prentice-Hall International, Inc.



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# PREFACE

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Part of the challenge in preparing this revision (as well as the four editions that preceded it) was the fact that the field of consumer behavior is so dynamic and its researchers so prolific. With this in mind, the fifth edition of *Consumer Behavior* is committed to the “spirit of diversity”—diversity of viewpoints (distinctive theories and concepts), diversity of focus (strategic vs. consumer), diversity of methods (qualitative vs. quantitative), and diversity of consumers.

Given the *diversity* of consumer behavior research today, it was even more difficult than in prior editions to decide at what point to stop including new articles, topics and issues; and which new streams of research to include and where to include them, since they so often fit into more than one topical area. In this edition, it also became a particular challenge to achieve an appropriate balance between our ongoing commitment to strategic consumer behavior (i.e., using consumer behavior principles to make strategic marketing decisions) and the broader postmodern perspective that focuses on individual consumption experience. We have continued our efforts to prune our endnotes in favor of including the most up-to-date citations possible.

As true believers in the marketing concept, we have tried our best to meet the needs of our consumers—students, practitioners, and professors of consumer behavior—by providing a text that is highly readable and that clearly explains the relevant concepts upon which the discipline of consumer behavior is based. We have supplemented this material with even more “real-world” examples than shown in earlier editions, in order to demonstrate how consumer behavior concepts are used by marketing practitioners to develop and implement effective marketing strategies.

Our aim in the fifth edition, as it was in earlier editions, was to write a book that was complete and comprehensive, without being encyclopedic. To make it as useful as possible to both graduate and undergraduate students, we sought to maintain a fine balance of basic behavioral concepts, research findings, and applied marketing examples. We continue to be convinced that a major contribution of consumer behavior studies to the practice of marketing is the provision of structure and direction for effective market segmentation. To this end, we have paid particular attention to revising and refining the discussion on market segmentation.

This fifth edition of *Consumer Behavior* is divided into five parts, consisting of twenty-one chapters. Part I provides the background and the tools for a strong and comprehensive understanding of the consumer behavior principles that follow. Chapter 1 introduces the reader to the study of consumer behavior, its diversity, its development, and the role of consumer research. It concludes with a detailed discussion of ethical considerations in marketing and consumer practices. Chapter 2 provides readers with a detailed overview of the critical research process and the techniques associated with consumer behavior research, including a discussion of positivist and interpretivist research methods. Chapter 3 presents a comprehensive examination of market segmentation. New to this edition is the inclusion of our once separate chapter on psychographics into the overall discussion of segmentation. This reorganization contributes to a better understanding of all of the critical aspects of market segmentation.



for this edition has been redrawn for maximum classroom use and includes a full page of teaching notes written by Lewis Hershey. Joe Wisenblit of Seton Hall University has developed new discussion questions and exercises which conclude each chapter of the text.

## Acknowledgments

Of the many people who have been enormously helpful in the preparation of this new edition of *Consumer Behavior*, we are especially grateful to our own consumers—the graduate and undergraduate students of consumer behavior and their professors—who have provided us with invaluable experiential feedback to our earlier editions.

We would particularly like to thank our close friends and colleagues in the Department of Marketing at Baruch College for their continued support, encouragement, and friendship. In particular, we are grateful to the following professors for their continuous suggestions and highly constructive comments: Steve Schnaars, Baruch College; Benny Barak, Hofstra University; Elaine Sherman, Hofstra University; Martin Topol, Pace University; Harold Kassarian, UCLA; David Brinberg, Virginia Polytechnic Institute; John Holmes, Bowling Green State University; Joel Saegert, The University of Texas at San Antonio; Lewis Hershey, Eastern Missouri State College; William R. Dillon, University of South Carolina; Havva J. Meric, East Carolina University; Ron Goldsmith, Florida State University; Richard Yalch, University of Washington; Mark Young, Winona State University; Michael Taylor, Marietta College; Daniel Johnson, Radford University; Bob Settle, San Diego State University; Gerald Cavallo, Fairfield University; Kristina Cannon-Bonventre, Northeastern University; Kathy Pettit, University of Idaho; Douglas W. Mellott, Jr., Radford University; Darwin R. Hoffman, Texas A & I; David Shepherd, University of Tennessee at Chattanooga; John T. Shaw, Providence College; Janet G. Hibbard, Eastern Kentucky University; Ron Lennon, Barry University; Jeanne Mueller, Cornell University; Carolyn Seigel, East Kentucky University; W. Daniel Roundtree, Midwestern State University; Peter Gillet, University of Central Florida; Michael Lynn, University of Houston; Kathryn Fenich, Monmouth College; Jim Cagley, University of Tulsa; and Ron Hill, University of Pennsylvania.

In this edition, we benefited greatly from the special insights of our Baruch colleague Carlos J. Lebron, who shared ideas and material with us on the Hispanic consumer. We would like to give special recognition to Professor Joseph Wisenblit of Seton Hall University for his careful reading of the manuscript for each edition, his invaluable suggestions, and most importantly, his friendship and support. We are similarly grateful for the heartfelt assistance, encouragement and friendship that we have received, on this and earlier editions, from Professor Stanley Garfunkel of CUNY. Many other professors, students, and colleagues have made a contribution to our thinking; among these are Mark Kay and George Provolis of Iona College, Steve Gould, now of Baruch College, and Jerry Cosgrove. Alan Pollack provided invaluable legal insights into the marketing process.

In addition, we would also like to acknowledge Ross Copper of MGA, Inc. Sales Promotion and Marketing Consultants, Larry Chiagouris of Backer Spielvogel Bates, Jerry Lott, an independent marketing consultant, and Walter McCullough of Monroe Mendelsohn Research. The executives and staff at the following research firms also deserve our most profound praise for their continuous flow of interesting illustrative materials: Mike Reinemer of Claritas Corporation; the staff at Donnelley Marketing Information Services (especially Barbara Guthrie); and the executives and staff (especially Ruth Lerner) at Mediamark Research. The staff at the following magazines were also very helpful: Sean Sullivan and Heidi Pokorny of Hearst Publications, Johnson Publications (*Ebony*), *Omni*, Time Mirror Magazines, the *Smithsonian*, and *USA Today*.

Part II discusses the consumer as an individual. It begins with an exploration of consumer needs and motivations, recognizing both the rational and emotional bases of many consumer actions. The chapter on personality is enhanced by discussions and insights based on Jungian theory, consumer materialism, fixated consumption, and compulsive consumption behavior. The chapter also introduces an exploration of the related concepts of "self" and "self-image" (e.g., one or multiple selves, extended selves, and self alteration). A comprehensive examination of the impact of consumer perception on marketing strategy includes a discussion of product positioning and repositioning. The discussion of consumer learning focuses on limited and extensive information processing, including an evaluation of involvement theory and its applications to marketing practice. After an in-depth examination of consumer attitudes, Part II concludes with a discussion of communication and persuasion, and links consumers as individuals to the world and people around them.

Part III is concerned with the social and cultural dimensions of consumer behavior. It begins with a discussion of group dynamics and consumer reference groups, followed by an examination of new family role orientations and changing family lifestyles. It presents consumers in their social and cultural milieus, and investigates the impact of societal and subcultural values, beliefs, and customs on consumer behavior. This section includes an expanded discussion of geodemographic clustering and examines such subcultures as Generation X, the affluent and non-affluent, and the Asian-American consumer. Part III concludes with an extended discussion of cross-cultural consumer behavior within an increasingly global marketplace.

Part IV explores various aspects of consumer decision making. It begins with a discussion of personal influence and opinion leadership, followed by an examination of the diffusion of innovations. Next, it describes how consumers make product decisions, and explores the newly important practice of relationship marketing. This section offers the reader a simple model of consumer decision making that ties together the psychological, social, and cultural concepts examined throughout the book, and concludes with an examination of the expanding research focus on understanding individual consumption and the symbolic meanings of possessions.

Part V addresses the role of consumer behavior in our society. It demonstrates the application of consumer behavior principles to the marketing of for-profit and not-for-profit services, including political marketing, health care marketing, environmental ("green") marketing, and the marketing of social causes. The book concludes with an examination of public policy issues and a discussion of consumer behavior research priorities for the next decade.

For those readers interested in the evolution of consumer behavior theory, the Appendix contains an overview of various comprehensive models of consumer behavior that have provided stepping stones to where the discipline is today.

## Supplements

For this fifth edition of *Consumer Behavior*, the Instructor's Manual has been completely rewritten to include chapter-specific in-class exercises and full semester projects by Elaine Notarantonio of Bryant College and extensive teaching outlines by Ron Cushman. Also included are original video cases and video guide notes written by Richard Rexeisen of the University of St. Thomas for the ABC News/Prentice Hall Video Library for *Consumer Behavior*. Michael Fields of Southwest Missouri State University has created a new Test Item File with over 100 questions per chapter that represent three levels of difficulty. A Computerized Test Item File is also available. Each of the color transparencies

Our thanks also go to the various people at Prentice Hall who aided and supported us in the editorial and production processes of this fifth edition. Without the consistent pushing, prodding, and most importantly, encouragement and support of our editor, Sandra Steiner, we would never have met our deadlines.

Finally, we would like to express special thanks to Maryanne Byrne who worked very hard on this manuscript; and Mary Long, presently a Ph.D. candidate at Baruch College, who was always forthcoming with insights, information and hard-to-find citations. Special thanks also go to Shawn Fitzgerald and Prakeet Padniak of Baruch College for their painstaking research, and to Walter and Tina Dauler for their generous support and assistance. To the many others not specifically named who have provided us with information, support and encouragement, please be assured that we think of you, we thank you, and we love you nonetheless.

Leon G. Schiffman  
Leslie Lazar Kanuk

## 出版说明

为适应我国社会主义市场经济的建设和发展,为满足国内广大读者了解、学习、借鉴国外先进的管理经验和掌握经济理论的前沿动态,清华大学出版社与 PRENTICE HALL 国际出版公司合作影印出版一系列英文版经济管理方面的图书。我们所选图书均是国外再版多次的书籍。在选书过程中,清华大学经济管理学院陈章武教授、宋逢明教授、张金水教授以及宋学宝博士做了大量工作,在此表示感谢。

由于原作者所处国家的经济、政治及文化背景等与我国不同,希望读者在阅读过程中注意分析和鉴别。

我们希望这套影印书的出版对促进我国经济科学的发展会有所帮助,对我国经济管理专业的教学会有所促进。

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# INTRODUCTION



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*Part I Provides the background and the tools for a strong and comprehensive understanding of consumer behavior. Chapter 1 introduces the reader to the study of consumer behavior, its diversity, its development, and the role of consumer research. It concludes with a detailed discussion of ethical considerations in marketing and consumer practices. Chapter 2 provides a detailed overview of the critical research process and the techniques associated with consumer behavior research, including a discussion of positivist and interpretivist research methods. Chapter 3 presents a comprehensive examination of market segmentation and demonstrates how consumer behavior provides both the conceptual framework and the strategic direction for the practical segmentation of markets.*

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*There never was in  
the world two opinions  
alike, no more than  
two hairs or two  
grains; the most  
universal quality  
is diversity.*

Michel De Montaigne,  
1533-1592

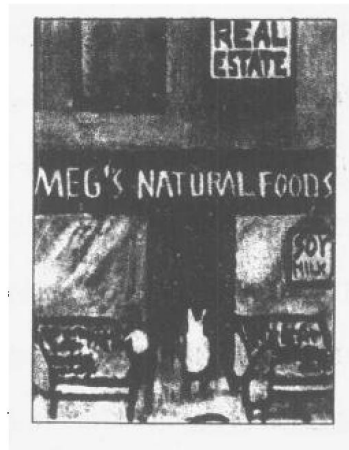
Essays, Book II, Chapter 37,  
Of the Resemblance of Children  
to Their Fathers

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# The Diversity of Consumer Behavior



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The United States, in the nineteen nineties, is a celebration in diversity. Its people differ not only in the usual ways—by age and gender, by race and nationality, by education and occupation, by marital status and living arrangements—but also in their activities and interests, their preferences and opinions. They differ in the music they like, the television shows they watch, the political beliefs they hold, the clothing they wear.

Indeed, there has never been a better time for people-watching. Just stand on a street corner during the afternoon in any medium-sized city. The diversity in dress—in fashion, if you will—is astounding. Women's hemlines may vary from the micro-mini to ankle length and even longer, with any and every length between. Their trousers may range from short-shorts to tailored slacks, from spandex bicycle pants to flowing pajamas, from bellbottom trousers to jeans. Men's clothing may vary from traditional business suits to sport jackets, from baseball jackets to unstructured jackets, from t-shirts to sport shirts to dress shirts. Department stores feature tattered clothing; fashion editors write about the "grunge" look; alligator logos are out, patched clothing is in. And everybody is in style. (Figures 1-1 and 1-2 present examples of diversity in dress.)

Or look at hairdos—on men and women alike, regardless of age and regardless of stage. They may range from the shaved head to the flowing mane, from the clipped bob to the ubiquitous ponytail, from straight hair to curly hair, from frizz to cornrows to perms. In America today, we are all free to express our tastes and our personalities in any way we wish, and the wonderful news is that we all fit in.

In addition to the diversity among individuals, the nineties also marks a tremendous diversity among marketers. Traditional retailers, from department stores to mom-n-pop stores, are still around. So are the mass merchandisers, the discount stores, and the off-price stores. But the nineties also has seen a tremendous shift from mass marketing to niche marketing to direct marketing, from showrooms to custom catalogs, from selling through direct mail to selling through television shopping networks. Catalog items range in price from 59-cent kitchen utensils to a \$100,000, fully operative, solid-gold miniature train carrying rubies, diamonds, sapphires, and emeralds around a 41-foot track.<sup>1</sup> Some marketers offer *value pricing*, which stresses high quality at the low-

FIGURE 1-1 Diversity in Female Fashions

Courtesy of Cross Colours.

LET'S GET TOGETHER

CROSS COLOURS

PHOTO BY MICHAEL BEAL

THE  
CROSS COLOURS  
WOMAN  
RECOGNIZES HER REALITY  
AND THAT OF OTHERS AS AN  
INTEGRAL PART OF LIVING IN  
A WORLD FULL OF COLOR.  
CREATING A CANVAS FOR  
"GLOBAL PEACE"

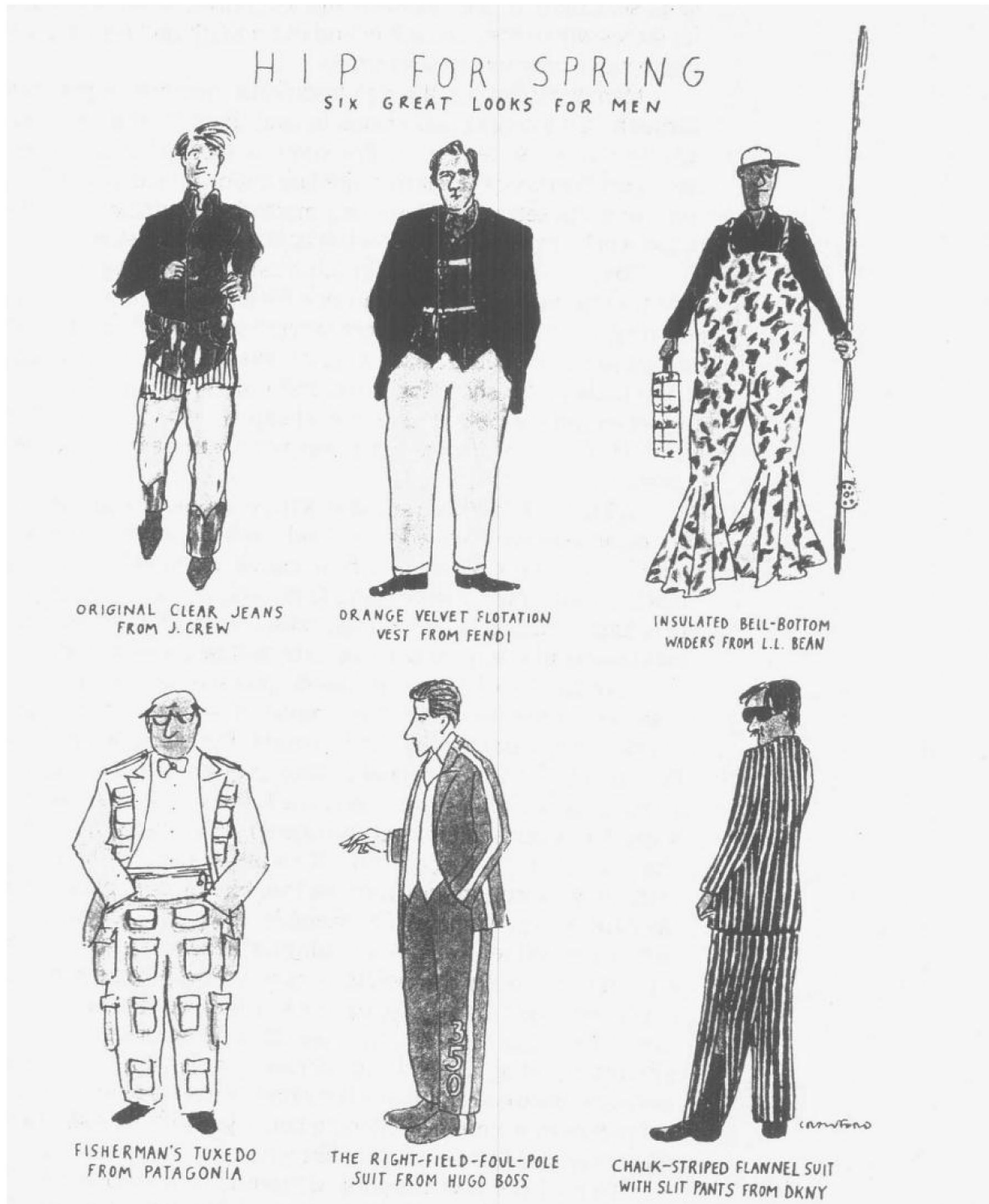
CROSS COLOURS

KRUSH  
PERSPECTIVE RECORDS  
RECORDING ARTIST "KRUSH"  
"LET'S GET TOGETHER"  
CURRENT SINGLE ON THE  
MO'NONEY SOUNDTRACK  
PRODUCED BY JIMMY JAM  
& TERRY LEWIS: THE GROUP  
IS FROM DALLAS, TEXAS

CLOTHING WITHOUT PREJUDICE

AVAILABLE AT: MERRY-GO-ROUND, BULLOCKS, BROADWAY, DAYTON HUDSON, MILLER'S OUTPOST, MACY'S & OTHER FINE STORES

FIGURE 1-2 Diversity in Male Fashions  
 Drawing by Crawford. © 1993 The New Yorker Magazine, Inc.



est possible price, while other marketers are concerned with *relationship marketing*, designed to develop a close affiliation with the consumer.<sup>2</sup> Some consumers prefer to shop at stores that offer large selections of merchandise and low prices, while others prefer stores where they can get in and out quickly, and they are willing to pay a premium to save time.<sup>3</sup>

Manufacturers sell through traditional distribution channels, through custom-designed channels, and direct to the consumer. Where United States producers formerly focused almost exclusively on the domestic market, the larger global market now beckons, and marketers are designing marketing strategies that they hope will be as effective in Bombay as they are in Boston.

There is great diversity in advertising media. We still have the traditional broadcast and print media, but cable has made enormous inroads on network advertising. We have become accustomed to seeing advertising on bus shelters, on municipal trash baskets, on shopping carts, and now, for about \$500,000, a marketer can buy 58 feet of prime ad space on the hull of a rocket from NASA.<sup>4</sup> The dispute on advertising billboards in space is on-going.

With all of the diversity that surrounds us, the profusion of goods and services offered to us, and the freedom of choice available to us, one may wonder how individual marketers actually reach us with their highly specific marketing messages. How do they know which people to target, where to reach them, and what message would be most persuasive to that target audience?

The answer, of course, is that despite the diversity among us, there are also many similarities among us—constants that can be found among many peoples of the world. For example, we all have the same set of biological needs—no matter where we were born. These needs include the needs for food, for nourishment, for water, for air, for shelter from the elements. We also acquire needs after we are born. These needs often are shaped by the environment and the culture in which we live, and by our education and the experiences we have. For example, if we are brought up in a culture that values exercise and physical fitness, we might make it a point to jog every day before work or school. If we experience a euphoric “high” after jogging for a while, we may acquire the “need” to jog daily in order to maintain a sense of well-being. The interesting thing about acquired needs is that there are usually many people who experience the same needs, despite the individual nature of such needs. Remember, if you’re “one in a million,” there may be 4,000 people just like you.

One of the few common denominators among all of us, despite our differences, is that, above all, we are consumers. That is, we use or consume on a regular basis food, clothing, shelter, transportation, education, brooms, dishes, vacations, necessities,



luxuries, services, even ideas. And as consumers, we play a vital role in the health of the economy—local, national, and international. The decisions we make concerning our consumption behavior affect the demand for basic raw materials, for transportation, for production, for banking; they affect the employment of workers and the deployment of resources, the success of some industries and the failure of others. Thus, consumer behavior is an integral factor in the ebb and flow of all business in a consumer-oriented society such as our own.

This chapter introduces the reader to the notion of consumer behavior as an interdisciplinary science that investigates the consumption-related activities of individuals. It describes the reasons for the development of consumer behavior as an academic discipline and an applied science. It discusses the importance of consumer behavior research to marketers and scholars alike, why they want to know everything there is to know about consumers—what they want, what they think, how they work, how they play, and the personal and group influences that affect their consumption decisions. ✱

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The term **consumer behavior** refers to the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. The study of consumer behavior is the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. It includes the study of *what* they buy, *why* they buy it, *when* they buy it, *where* they buy it, *how often* they buy it, and how often they *use* it. Take the simple product *toothpaste*. What types of toothpaste do consumers buy (gel, regular, striped, in a tube, with a pump); what brand (national brand, private brand, generic); why do they buy it (to prevent cavities, to remove stains, to brighten or whiten teeth, as a mouthwash, to attract romance); where do they buy it (supermarket, drugstore, convenience store); how often do they use it (when they wake up, after each meal, when they go to bed, or any combination thereof); how often do they buy it (weekly, biweekly, monthly)?

Or consider a more durable product, the *fax* machine. What kinds of consumers buy fax machines for home use? What features do they look for? What benefits do they seek? What types of documents do they fax? For what reasons? How likely are they to replace their old models when new models with added features become available? The answers to these questions can be found through consumer research, and provide fax manufacturers with important input for product scheduling, design modification, and promotional strategy.

Although this book focuses on how and why consumers make decisions to buy goods and services, consumer behavior research goes far beyond these facets of consumer behavior and considers the uses consumers make of the goods they buy and their subsequent evaluations. For example, a couple may experience dissatisfaction with their choice of an automobile, perhaps because of continuing service problems. They may communicate their dissatisfaction to friends, and in turn influence their friends' future automobile purchases. Or they may vow never to buy the same make or model again, proscribing their own future selection decisions. Each of these possible consequences of consumer postpurchase dissatisfaction has significant ramifications for automobile marketers, who have to build postpurchase strategies into their promotional campaigns.

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## WHAT IS CONSUMER BEHAVIOR?

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In addition to studying consumer uses and postpurchase evaluations of the products they buy, consumer researchers also are interested in how individuals dispose of their once-new purchases. For example, after consumers have used a product, do they store it, throw it or give it away, sell it, rent it, or lend it out? The answers to these questions are important to marketers because they must match their production to the frequency with which consumers buy replacements. But it is also important to society as a whole, because solid waste disposal has become a major environmental problem that marketers must address in their development of new products and packaging.

## Personal Consumers Versus Organizational Consumers

The term **consumer** is often used to describe two different kinds of consuming entities: the personal consumer and the organizational consumer. The *personal consumer* buys goods and services for his or her own use (e.g., shaving cream or shampoo), for the use of the household (a VCR), or as a gift for a friend (a book). In each of these contexts, the goods are bought for final use by individuals, who are referred to as “end users” or “ultimate consumers.”

The second category of consumer, the *organizational consumer*, encompasses for-profit and not-for-profit businesses, government agencies (local, state, and national), and institutions (e.g., schools, hospitals, prisons), all of which must buy products, equipment, and services in order to run their organizations. Manufacturing companies must buy the raw materials and other components needed to manufacture and sell their own products; service companies must buy the equipment necessary to render the services they sell; government agencies must buy the office products needed to operate their agencies; and institutions must buy the materials they need to maintain themselves and their populations.

Despite the importance of both categories of consumers—individuals and organizations—this book will focus on the individual consumer, who purchases for his or her own personal use or for household use. End-use consumption is perhaps the most pervasive of all types of consumer behavior, for it involves every individual, of every age and background, in the role of either buyer, or user, or both.

## Buyers and Users

The person who makes a product purchase is not always the user, or the only user, of the product in question. Nor is the purchaser necessarily the person who makes the product decision. A mother may buy toys for her children (who are the users); she may buy food for dinner (and be one of the users); she may buy a handbag (and be the only user). She may buy a magazine that one of her teenagers requested, or rent a video that her husband requested, or she and her husband together may buy a station wagon that they both selected. Clearly, buyers are not always the users, or the only users, of the products they buy, nor are they necessarily the persons who make the product selection decisions.

Marketers must decide at whom to direct their promotional efforts: the buyer or the user. For some products, they must identify the person who is most likely to influence the decision. For example, as people live longer, they often depend more and more upon the advice and counsel of their children or other care givers. Should a retirement community advertise to the elderly or to their middle-aged children? Should an emergency response system be targeted to elderly people or to their concerned relatives? Some marketers believe that the *buyer* of the product is the best prospect, others believe it is the *user* of the product, while still others play it safe by directing their promotional efforts to *both* buyers and users.

Just as consumers and marketers are diverse, the reasons why people study consumer behavior are also diverse. The field of consumer behavior holds great interest for us as consumers, as marketers, and as scholars of human behavior. As *consumers*, we benefit from insights into our own consumption-related decisions: what we buy, why we buy, how we buy, and the promotional influences that persuade us to buy. The study of consumer behavior enables us to become better—that is, wiser—consumers.

As *marketers* and *future marketers*, it is important for us to recognize why and how individuals make their consumption decisions, so that we can make better strategic marketing decisions. If marketers *understand* consumer behavior, they are able to *predict* how consumers are likely to react to various informational and environmental cues, and are able to shape their marketing strategies accordingly. Without doubt, marketers who understand consumer behavior have great competitive advantage in the marketplace.

As *scholars* of human behavior, we are concerned with understanding consumer behavior; with gaining insights into *why* individuals act in certain consumption-related ways and with learning what internal and external influences impel them to act as they do. Indeed, the desire for understanding consumption-related human behavior has led to a diversity of theoretical approaches to its study.

Consumer behavior was a relatively new field of study in the mid-to-late 1960s. With no history or body of research of its own, the new discipline borrowed heavily from concepts developed in other scientific disciplines, such as psychology (the study of the individual), sociology (the study of groups), social psychology (the study of how an individual operates in groups), anthropology (the influence of society on the individual), and economics. Many early theories concerning consumer behavior were based on economic theory, on the notion that individuals act rationally to maximize their benefits (satisfactions) in the purchase of goods and services.

The initial thrust of consumer research was from a managerial perspective; marketing managers wanted to know the specific causes of consumer behavior. They also wanted to know how people receive, store, and use consumption-related information, so that they could design marketing strategies to influence consumption decisions. They regarded the consumer behavior discipline as an applied marketing science: if they could *predict* consumer behavior, they could influence it. This approach has come to be known as **positivism**, and consumer researchers primarily concerned with predicting consumer behavior are known as *positivists*.<sup>5</sup>

Given the interdisciplinary background in which the consumer behavior discipline is rooted, it is not surprising that academicians from a variety of contributing disciplines, including marketing itself, have become interested in the study of consumer behavior, not necessarily from a managerial or applied perspective, but simply to understand the consumer better. The study of consumer behavior from the point of view of *understanding* consumption behavior and the meanings behind such behavior is called **interpretivism**, (sometimes referred to as *postmodernism*).<sup>6</sup> Interpretivists have expanded the boundaries of study to include many subjective aspects of consumer behavior, such as the effects of moods and emotions and types of situations on consumer behavior, the role of fantasy, of play, of rituals, even the sensory pleasures that certain products and services provide. (Figure 1-3, based on the interpretivist approach, presents a realistic scene with the headline “Some see an old wooden table...”). Many interpretivists consider each purchase experience unique because of the diverse set of variables at play at that one particular moment in time. Because of its focus on the consumption *experience*, the interpretive approach is also known as **experientialism**.<sup>7</sup>