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Consumer Behavior

Tenth Edition

Leon G. Schiffman
Leslie Lazar Kanuk
in collaboration with Joseph Wisenblit



NEW PERSPECTIVES

IMPLEMENTED IN THE TEXT

Applying consumer behavior in the development and implementation of marketing tactics and strategies

- Ch. 1:** Consumer behavior during times of credit and resources scarcity.
- Ch. 2:** Expanded discussion of the methodologies available for carrying out successful consumer behavior research.
- Ch. 3:** New classification of the bases for segmentation that is more focused on behavioral targeting and on using several bases simultaneously.
- Ch. 6:** Discussions of ambush advertising and product placement in the context of perception. A more strategically focused coverage of positioning.
- Ch. 7:** New coverage of the strategic applications of learning theories. An expanded discussion of information processing and cognitive learning with an emphasis on strategic applications. Expanded coverage of brand equity.
- Ch. 11:** Updated discussion of culture with new examples and illustrations.
- Ch. 15:** Enhanced coverage of the consumption that follows initial buying.

Creating and communicating value, and enhancing customer loyalty

- Ch. 1:** The power and appeal of the Internet, blogs, and social networking and their impact on marketers' communications with customers.
- Ch. 4:** Application of motivation theory to selected aspects of online communications.
- Ch. 9:** The advantages of new media in terms of response measurability, gathering more precise feedback from advertising, and using this input to enhance strategic responses to customers' needs.
- Ch. 12:** Updated coverage of the links among subculture, consumption, and customer loyalty.
- Ch. 14:** More focused coverage of evolving customer loyalty within the diffusion of innovations.

Expanding awareness of the global dimensions of consumer behavior

- Ch. 1:** The increasing importance of the global consumer marketplace and the challenges and opportunities that it offers marketers.
- Ch. 5:** Expanded discussion of personality within a cross-cultural setting.
- Ch. 8:** Integration of attitude research conducted among non-American consumers.
- Ch. 10:** The literature on consumer socialization now covers socialization differences in various cultures. A discussion of the Chinese middle class.
- Ch. 13:** Enhanced discussion of emerging markets, their contribution to cross-cultural consumer behavior, and the importance of acquiring exposure to different cultures in terms of satisfying global demand for products and services.

Employing new media to increase the effectiveness of targeting and promotional messages

- Ch. 3:** New sections on micro targeting, behavioral targeting, and narrowcasting, and the role of media benefits in segmentation.
- Ch. 9:** The unique strategic advantages of non-traditional media, such as online promotion, mobile advertising, out-of-home screens, and consumer-generated advertising. The growing use of addressable advertising online and in mobile media. Descriptions of new promotional avenues such webisodes, advergames, interactive TV, and viral marketing.

Advancing marketers' social responsibility and ethics through consumer behavior

- Ch. 16:** Discussion of how marketers should act in a responsible manner that maintains and promotes society's wellbeing and long-term interests. Potential unethical practices covered include exploitive targeting of vulnerable or unaware consumers, ambushing consumers with unexpected ads, and tinkering with consumers' perceptions and misleading them. Socially beneficial marketing practices include advocating social causes and green marketing.

Featuring active learning features

1. Learning objectives are stated at the start of each chapter and again at the key sections within chapters.
2. Thought-provoking questions for the advertisements featured in the text, instead of descriptive titles.
3. Hands-on cases at the end of each chapter.
4. Exercises requiring critical thinking and application of the chapter material.

Critical Thinking in Consumer Behavior: Cases and Experiential Exercises, 2nd Edition

An understanding of the customer is now widely recognized as a necessary component to business success in the 21st century. In the business world, the importance of what is known as “customer centricity” cannot be overstated. The world’s best companies rely on customer metrics as indicators of business success throughout the enterprise, and these metrics are also vital dimensions of employees’ performance evaluations. These same companies assess prospective employees on customer centricity criteria as they apply for a job. Customer centricity has become a crucial doctrine in the world of business.

Obtain the Skills and Knowledge That are Highly Valued in This New Customer Centric Business World.

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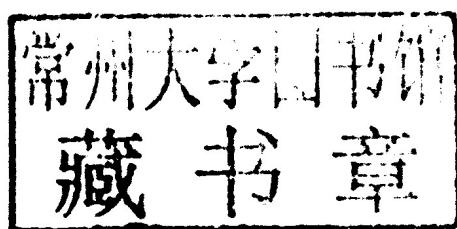
- **Achieve mastery of classic customer behavior concepts** and gain proficiency with their specific application in the current business world.
- Understand and **predict customer response** to new products and services.
- **Tap into vital customer insights** through the use of powerful qualitative customer research techniques, including laddering interviews, projective techniques, and mapping the customer experience.
- **Assess customers’ attitudes and perceptions** through the use of straightforward, efficient methodologies.
- Use creative skills to **develop attention-getting and memorable promotions**, anchored in a thorough understanding of how customers process information.
- **Examine customers’ unconscious thought processes** and discover how these shape decision making.
- Uncover the power of Word-Of-Mouth influence, and **strategize how businesses can harness W-O-M to enhance brand positioning**.

**This text will put you in a position to think
and strategize like today’s marketing professionals!**

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TENTH EDITION

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*To Randi and Van Dauler;
Jack, Jaqui, and Alan Kanuk;
and Max and Sarah*

*To Elaine, Janet, David, and Nikke Schiffman;
Dana and Bradley; Alan;
Melissa and Rob;
and Allison, Noah, Reid, Jordyn and Emily*

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