

THIRD EDITION



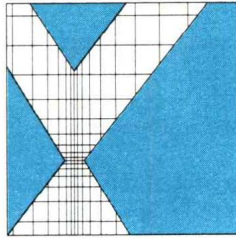
CONSUMER  
BEHAVIOR

JOHN C. MOWEN

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# Consumer Behavior

Third Edition



John C. Mowen

*Oklahoma State University*

MACMILLAN PUBLISHING COMPANY  
NEW YORK

Maxwell Macmillan Canada  
TORONTO

**Editor:** Charles Stewart  
**Production Supervisor:** Joseph Heathward, Publication Services, Inc.  
**Production Manager:** Aliza Greenblatt  
**Cover Designer:** Proof Positive/Farrowlyne Associates  
**Cover Illustration:** Lerner Fine Art Collection 1/Superstock, Inc.  
**Photo Researcher:** Diane Kraut  
**Illustrations:** Publication Services, Inc.

This book was set in Zapf Book Light by Publication Services, Inc., printed and bound by R. R. Donnelley & Sons. The cover was printed by Lehigh Press. The color insert was printed by Phoenix Color Corp.

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Printed in the United States of America

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Earlier editions copyright ©1987 and 1990  
by Macmillan Publishing Company.

Macmillan Publishing Company  
866 Third Avenue, New York, New York 10022

Macmillan Publishing Company is  
part of the Maxwell Communication  
Group of Companies.

Maxwell Macmillan Canada, Inc.  
1200 Eglinton Avenue East  
Suite 200  
Don Mills, Ontario M3C 3N1

#### **Library of Congress Cataloging-in-Publication Data**

Mowen, John C.

Consumer behavior / John C. Mowen. – 3rd ed.

Includes bibliographical references and indexes

ISBN 0-02-384591-0

I. Consumer behavior. 2. Consumers—United States. I. Title.

II. Series.

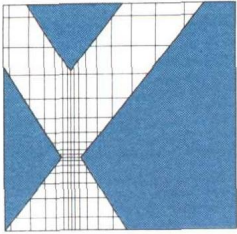
HF5415.32.M68 1993

658.8'342—dc20

92-26357

CIP

Printing: 1 2 3 4 5 6 7      Year: 3 4 5 6 7 8 9



## Preface

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### I LIKE CARS

Red cars      Green cars  
Sport limousine cars . . .

These words are found in *The Friendly Book*, a little collection of poems that I read to my children and that my mother read to me. In fact, it was really my mother's fault that I became interested in consumer behavior. My early contact with messages, such as "I LIKE CARS," made me love to buy stuff—much of which is really unneeded, such as compact discs, new ties, and the real killer—that new car every couple of years. To sublimate my cravings to make purchases, I sought an escape by writing a textbook about consumer behavior. Perhaps by writing about what makes people buy, my own inclinations could be reduced. Although the process of working on the first two editions of *Consumer Behavior* failed to stem my addiction, the process was enjoyable. I hope that you will share my enthusiasm for the third edition as well.

The goal of the third edition of *Consumer Behavior* is to build on the strengths of the first two editions, to add those features requested by faculty and students, and to update it in order to capture the changing nature of a dynamic field. Written for the student taking consumer behavior for the first time, this text does not require previous course work in marketing or the social sciences.

Although the second edition was highly successful, a number of improvements were made in the third edition. They include:

1. *A chapter on "Consumer Exchange Processes."* The third edition adds a new chapter (Chapter 2), which reveals how an exchange process links consumers to the marketer. Because the field of marketing is defined in terms of exchange, I believe that such interpersonal processes should be emphasized in consumer behavior as well. As such, the new chapter discusses the exchange process and shows how many of the field's traditional areas of study (e.g., information processing, attitudes, situations, and environmental influences) affect consumer behavior. The goal is to make this text the logical book to use after the introductory marketing course.
2. *Enhancement of managerial applications matrices.* The managerial applications matrices were developed to assist students in structuring

problems so that they can identify how consumer concepts can be used to develop managerial strategy. This approach has been found to be highly effective in training students to apply successfully consumer behavior concepts to solve managerial problems. The presentation of how to use the managerial applications matrices to understand the marketing and public policy implications of consumer behavior concepts has been refined—making them easier for students to follow and for instructors to discuss in the classroom.

3. *Integration of the humanistic and naturalistic perspectives on consumer behavior into the text.* Recent research that approaches the field from a humanistic perspective and that uses naturalistic research methods is incorporated into the chapters in order to present a balanced view of the factors that influence buying behavior.
4. *End of chapter cases.* For each chapter, a new case was written that illustrates the managerial implications of concepts discussed in the chapter. Solutions to the cases are found in the teacher's manual. In addition, longer cases are found at the end of each of the three sections of the book.
5. *Improved organization.* Although the textbook follows the general organization found in the second edition, a few changes were made based upon the suggestions of book adopters.
  - a. Chapter 10, "Persuasive Communications," has been placed immediately after the chapter on belief, attitude, and behavior change.
  - b. Part III, "The Consumer Environment" begins with Chapter 14, "Introduction to the Consumer Environment and the Impact of Situational Influences."
  - c. The chapters that dealt with subcultural influences and social class in previous editions have been combined into one chapter here—Chapter 18, "The Subcultural Environment."
6. *Ethical issues.* Ethical issues in consumer behavior have been integrated throughout the text.

The strengths of the first and second editions have been retained in the third edition. These include:

- *Current research emphasis.* The text presents current consumer research ideas and concepts.
- *Managerial focus.* In keeping with the first two editions, numerous managerial examples and vignettes are integrated into the presentation of consumer-behavior concepts. The placement of the managerial examples with the consumer behavior concepts creates a tighter, better organized textbook.
- *Pedagogy.* The most current research and managerial implications are presented to students in a readable and interesting style. Vignettes, mini-cases, and award-winning photos are included to encourage student enthusiasm.
- *Balanced presentation of the field.* The text retains from the first and second editions a balanced approach in which no particular area of the field is overemphasized at the expense of others.

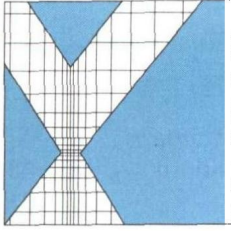
Other Reasons  
for Studying  
Consumer  
Behavior

- *Organization.* The text uses a "build-up" approach, moving from the discussion of the individual consumer, to small groups, to large groups, and finally to the consumer environment. Concepts flow logically from one to another.
- *Photo essay.* The response to the photographic essay in the first two editions was exceptional. A new and even more appealing photo essay has been created for the third edition.
- *Supplemental materials.* The teacher's manual was extensively revised. Answers to the discussion questions, review questions, and cases are provided. In addition, teaching notes were developed for new instructors to assist them in presenting the material to students. Also provided in the textbook is a glossary, subject index, name index, and company index.

A number of people contributed enormously to the third edition. In particular, I would like to thank Gary Gaeth at the University of Iowa for assisting me as a consulting editor on the third edition. Thanks also go to Jane Licata for her general assistance in obtaining permissions and providing constructive feedback. Carol Hissey and Pat Gearhart are acknowledged for their assistance in writing new cases for each of the chapters. I greatly appreciated the assistance of the two editors from Macmillan that assisted in the development of the third edition—Charles Stewart and Fred Easter. Particular appreciation goes to the production editors Aliza Greenblatt and Joe Heathward.

Most importantly, my deep appreciation and love goes to my spouse, Maryanne, and daughters, Katie and Cara, for their support, understanding, and good humor.

J.C.M.



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# PART I

## Introduction

