

CONSUMER BEHAVIOR

8-89
STUDENT SUPPLY
STORE
\$52.95



WILLIAM L. WILKIE

2. 410
2. 623

CONSUMER BEHAVIOR



William L. Wilkie

University of Florida

JOHN WILEY & SONS
NEW YORK CHICHESTER BRISBANE TORONTO SINGAPORE

Cover and text design: Karin Gerdes Kincheloe
Cover illustration: Salem Krieger
Production supervised by Debra Fratello/Richard Viest
Copy editing supervised by Barbara Heaney
Copy editing by Sally Ann Bailey

Copyright © 1986, by John Wiley & Sons, Inc.
All rights reserved. Published simultaneously in Canada.

Reproduction or translation of any part of
this work beyond that permitted by Sections
107 and 108 of the 1976 United States Copyright
Act without the permission of the copyright
owner is unlawful. Requests for permission
or further information should be addressed to
the Permissions Department, John Wiley & Sons.

Library of Congress Cataloging in Publication Data:

Wilkie, William L.
Consumer behavior.

Includes bibliographies and indexes.
I. Consumers. I. Title. II. Series.
HF5415.3. W536 1986 658.8'342 86-1659
ISBN 0-471-07851-4

Printed in the United States of America

109876543

CONSUMER BEHAVIOR

Throughout the long days devoted to developing this text, my family provided me with encouragement and much assistance in this effort. In so doing, they made room in their lives for me to work and gave up much of the time I might have shared with them. With much love and great appreciation I dedicate this book to Barbara, and to Billy, Alexandria, and James.

ABOUT THE AUTHOR

William L. Wilkie is Graduate Research Professor of Marketing at the University of Florida. There he teaches popular undergraduate and graduate courses in consumer behavior and consults for businesses and government agencies on consumer behavior topics. Dr. Wilkie has served as President of the Association for Consumer Research, an international professional group with members in 26 nations around the world. He has also served as a member of the editorial boards of the *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, and *Journal of Public Policy and Marketing*. Dr. Wilkie's research in marketing and consumer behavior has received a number of awards and recognitions. He has been recognized as one of the most-cited authors in the field of marketing; one of his articles has been named a "Citation Classic in the Social Sciences" by the Institute for Scientific Information. He is currently serving as a member of the American Marketing Association's Task Force on the Development of Marketing Thought and is a member of the Academic Advisory Council of the Marketing Science Institute.

Dr. Wilkie holds a B.B.A. degree from the University of Notre Dame, where he majored in marketing and minored in management science. He holds M.B.A. and Ph.D. degrees from Stanford University, where he was also a fellow in the year-long Stanford-Sloan Executive Development Program. Prior to joining the University of Florida, he served as an in-house consultant to the Federal Trade Commission in Washington, D.C., as a research professor at the Marketing Science Institute in Cambridge, Massachusetts, and as a faculty member at Purdue University and Harvard University. He now lives in Gainesville, Florida with his wife, Barbara; three children, Billy, Allie, and Jimmy; and three dogs, Duke, Baron, and Blaze.

PREFACE

This book is governed by my belief that consumer behavior is a fascinating topic. It is about people and the way we live. It is about consumers buying and marketers selling. It is about many forms of influence, from the subtle shaping of our culture, through the social forces from our family, friends, and peers, to the persuasive attempts from advertising and salespersons. It is about what we know (and what we don't know), what we like (and what we avoid). It is about the detailed choices we make, and the ways in which we allocate our resources (since our desires tend to exceed our dollars available). It is about the benefits we seek through our purchases, and the satisfactions we obtain through our consumption of products and services.

For all these reasons, consumer behavior is important. It plays a significant role in our lives, from literally sustaining life itself (foods, medicines . . .), to providing comfort and convenience (electricity, clothing, cars . . .), to enriching our leisure and social lives (perfumes, education, entertainment . . .). Moreover, because it is an activity in which we all engage, consumer behavior has *huge* economic impacts in our society. When consumer purchasing is high, jobs are created and profits encourage more business investments. For any particular firm, customer patronage is the key determinant of success or failure.

In addition to being important, consumer behavior is also a most interesting phenomenon. Why are people attracted to some products but not to others? Why do some consumers never buy certain products while others consume them regularly? Why do some consumers spend frugally while others run up large debts? What role does the marketing system play in all of this behavior? Is influencing consumer behavior an easy task for a marketer, or is it actually quite difficult? What are some of the "rules of thumb" that marketers use when interacting with consumers? How does advertising really work? These questions can go on and on, of course, but they represent only a few dimensions of what is truly a fascinating field.

My Goals for the Book

As a student, I came to appreciate those occasions when a book would capture my interest and stimulate me to think more about a particular idea or theory. I especially ap-

preciated those books that were able to provide me with useful frameworks to help guide my further thinking—frameworks that would reveal how the basic elements related to one another, and what implications these basic relations might have. When I decided to write this textbook, my goal was to produce this type of book for others to read and enjoy. As a professor, however, I also wanted the book to contain the best and latest concepts, findings, and applications. And, to the extent possible, I wished to see the book make a useful contribution to knowledge in the field as well as to the knowledge of its individual readers.

In this book, therefore, you will find a number of interesting and useful frameworks. These frameworks tie concepts together and bring them to the level of the real world that we experience in our lives as marketers and/or consumers. In some chapters I was able to use frameworks that are already widely accepted within the field, while in other chapters new frameworks were developed especially for this text.

Another basic element of this text is its reliance on the importance of *perspective*, or the view we choose to take of a particular topic. Just as a person looks different from the back than from the front, and different still if viewed from the side, so too will a topic appear different depending on the perspective we use in analyzing it. Recognizing this, the book contains several chapters that directly discuss key perspectives on consumer behavior. Even though each of these is familiar to us, they have typically not been highlighted in this manner. Part One employs an academic perspective (Chapter 1), a marketer perspective (Chapter 2), a consumer perspective (Chapter 3), and an individual-level perspective (Chapter 4). In addition, for those who wish to investigate other perspectives, Part Four provides optional discussions of a public policy perspective (Chapter 21), a consumer-market perspective (Chapter 22), and theoretical background discussions of culture and social class (Chapter 23) and of socialization and social influences (Chapter 24). Parts Two (External Influences on Consumer Behavior) and Three (Internal Processes of Consumer Behavior) address the mainstream topics in the field. Each notes the issue of differing perspectives where pertinent.

The Style of This Book

In accord with my goals, the style of this book attempts to capture the innate excitement of consumer behavior while also delivering the best of theory and applications. It seeks to stimulate a personal interest in reading the material and thinking more about it, simply because the topics are interesting. It provides many examples of the real world of marketing and consumer behavior; in addition to adding interest, these examples indicate the differing ways in which concepts relate to reality. Occasionally it asks the reader to hazard a prediction of how a study turned out or to suggest another way to resolve a realistic marketing problem.

Also in accord with my goals, great attention was paid to effectively communicating the material to the reader. In the process of writing the book, several focus groups of readers were conducted for each individual chapter; within each group session the topics, examples, and explanations were discussed and critiqued in detail. Following each session, the chapter was revised to clarify, sharpen, and streamline the discussions and examples. The entire text was then course-tested at several universities to obtain further reactions and introduce further revisions. At this point I am able to report that almost all of the consumer behavior students who have read this text are

enthusiastic about it; they report that they find the book to be stimulating, to provide clear explanations, and to be a pleasure to read.

With respect to contents, in striving to present the best of theory and concepts, this text adopts the approach of stressing the basic issues in each area. Students and professors who wish to go beyond these basics in any given area will find that a strong foundation has been laid for this effort and that extensive reference notes have been provided. Students and professors who wish to move on to the next topic will find that they can do so without being diverted. In a sense, then, this book has been written for several levels of reader involvement and to support different forms of teaching orientations. The text is thus suitable for both undergraduate and graduate courses, as a function of the degree and form of additional materials that are seen to be appropriate. Sufficient background on research approaches is provided that advanced readings can be assigned to extend text discussions. Sufficient marketing decision-orientation is included that cases can be assigned to extend the application of concepts to the reality of a marketing manager's role. Given the interesting nature of the topics, moreover, a class discussion format is easily supported, as are lectures to explain and extend topic coverage.

By far the majority of consumer behavior courses are presently taught within marketing departments of business schools. This book maintains this general orientation and has been designed to be successful in this setting. There is no reason, however, that students with other majors should not be able to enjoy and use it effectively as well (students without a basic background in Marketing should pay careful attention to Chapter 2, however, to obtain the rudiments of this significant perspective).

Acknowledgments

This project has taken a long time to complete, and over the years many people have helped in its development and refinement. Graduate students at the University of Florida, especially Henry Morehead, Melanie Albert, Alain D'Astous, Carolyn Simmons, Amardeep Assar, William Baker, Kunal Basu, Amitava Chattopadhyay, Alan Dick, Douglas Hausknecht, Howard Marmorstein, Darrell Miller, Prakash Nedungadi, and Jane Petty, all offered useful insights at various stages of this project. My daily work activities were much assisted by the pleasant personalities of Jody Imperi, Carrie Patterson, Astrid Barranco, Yvette Ellison, Connie Kaminski, and Leslie McGlynn. Rich Esposito, Marketing and Economics Editor at John Wiley, tracked (stalked?) the progress of the manuscript through one missed deadline after another, offering advice regarding its positioning and completion, and supporting the development of a fine supplemental package to assist in its instructional mission. Barbara Heaney, Sally Ann Bailey, Jan Lavin, Debora Fratello, and Richard Viest comprised a most pleasant and talented editorial and production team which I interacted at John Wiley.

Toward the end of the project the insightful reviews and suggestions I received helped to make significant refinements in this final version of the text. For these inputs I wish to thank William O. Bearden (University of South Carolina), Tim Hartman (Ohio University), Harold Kassarjian (UCLA), Richard J. Lutz (University of Florida), George Prough (University of Akron), Mary Lou Roberts (Boston University), and Carol Scott (Harvard University). John Lynch, a colleague at the University of Florida, willingly offered valuable suggestions based upon his use of the materials in his

course, as well as his insights into particular research topics. David A. Aaker (University of California, Berkeley) deserves my particular thanks for stimulating the project in the first place, and then offering his most constructive suggestions throughout the process. For their special contributions, I wish to express my warmest appreciation to my friends and colleagues, Joel Cohen (University of Florida) and Rich George (Saint Joseph's University). Both have offered me encouragement from the very start, while also providing useful critiques, feedback from course testing, and ideas for specific sections. Rich also agreed to develop the Instructional Manual to accompany this text, and devoted many hours to ensuring that the companion publication will provide our readers with high quality comments, projects, and suggestions. Finally, I wish to express my deepest thanks to my wife, Barbara, for her support, encouragement, and insightful critiques of virtually every draft on every topic.

William L. Wilkie
Gainesville, Florida
January 1986

CONTENTS



PART ONE

INTRODUCTION TO THE FIELD OF CONSUMER BEHAVIOR

CHAPTER 1

CONSUMER BEHAVIOR AS A BODY OF KNOWLEDGE

1

Characteristics of Consumer Behavior in Our Modern World / *A Widespread and Ongoing Phenomenon* / *Economic and Social Significance* / *Subtle and Complex* / *Personally and Professionally Relevant* / The Field of Consumer Behavior / Growth in the Field / Historical Forces / Recent Forces for Growth in Consumer Research / The Nature of Consumer Behavior / Definition of Consumer Behavior / The “Seven Keys” to Consumer Behavior / *Consumer Behavior Is Motivated Behavior* / *Consumer Behavior Includes Many Types of Activities* / *Consumer Behavior Is a Process* / *Consumer Behavior Differs in Timing and Complexity* / *Consumer Behavior Involves Different Roles* / *Consumer Behavior Is Influenced by*

External Factors / *Consumer Behavior Differs for Different People* / *A Closing Comment on the “Seven Keys”* / *Where Do We Go From Here?*

CHAPTER 2

MARKETING'S VIEW OF CONSUMER BEHAVIOR

27

The Importance of “Perspective” / *Applied Perspectives of Consumer Behavior* / Marketing Is a Broad Field / Marketing's Role as a Business Function / The Major Flows of Marketing / Marketing Decisions and the Role of Consumer Behavior / *Controllable Marketing Decisions: The “4 P's”* / *Uncontrollable Factors: The “5 C's”* / *A Closing Comment on Marketing Decisions* / Characterizing the “Marketing View”

CHAPTER 3

THE CONSUMER'S PERSPECTIVE

49

The View from the Other Side of the Marketplace / *Marketers and*

Consumers Have Different Perspectives / Consumers Don't Know Marketers Very Well / Contrasts Between the Two Perspectives / On Being a Wise Consumer / How Skilled Are We? / Why Are Skill Levels So Low? / A Wide Range of Topics Requires Expertise / Economics Is Important / The Six Major Spending Categories / Product-Specific Consumer Knowledge Is Important / Example: Shopping Strategy in the Supermarket / But Man Does Not Live by Bread Alone / Example: Housing and Related Decisions / Example: Automobile Decisions / The Educated Consumer: Where to Learn More / Implications for the Field of Consumer Research

CHAPTER 4

CONSUMERS AS INDIVIDUALS: THE CONSUMER INFORMATION PROCESSING APPROACH 73

Why View the Consumer as an Individual? / Five "Grand" Approaches to Behavior / Overview of the "Grand" Theories / Lessons from the "Grand" Theories / The Hierarchy of Effects Model / Nature of the Hierarchy / Uses of the Hierarchy / Importance of the Hierarchy / Consumer Information Processing / Benefits of the CIP Approach / The Nature of CIP / CIP's General Characteristics / Structure of the CIP System / The System's Three Sectors / Short-Term Memory / Long-Term Memory / Flows in the CIP System / CIP and Consumer Research / Applying CIP Concepts to Advertising / The

Dynamics of Television / How Do Consumers Adapt?

PART TWO EXTERNAL INFLUENCES ON CONSUMER BEHAVIOR

CHAPTER 5

CULTURAL TRENDS AND THE DIFFUSION OF INNOVATIONS 103

Overview of This Chapter / Recent Shifts in Consumer Behavior / Monitoring Cultural Change and Consumer Market Impacts / Megatrends / The Monitor Service / Further Trends from Marketing Research / The Diffusion of Innovation / The Background of This Concept / Social Marketing's Special Interest in Diffusion / Types of Innovations / The Adoption of Innovations / When Do Consumers Adopt Innovations? / Further Applications of Adoption and Diffusion Theory / Estimating the Diffusion Rate / Locating the Consumer Innovators

CHAPTER 6

CROSS-CULTURAL AND SYMBOLIC DIMENSIONS OF CONSUMER BEHAVIOR 129

Consumer Behavior Across Cultures / Economic, Technological, and Political Dimensions / Life-style, Language, and Belief Dimensions / Cross-Cultural Implications for Marketers and Policymakers / Symbolism in Consumer Behavior / Symbols Are Helpful / Symbols Have Different Levels of Elaboration / Consumption as a Symbolic Process / Private

Symbolic Expressions / Communicating with Others Through Consumer Behavior / Marketing's Use of Symbols / Selling Through Symbols

CHAPTER 7

SOCIAL INFLUENCES ON CONSUMER BEHAVIOR 153

Basic Concepts of Social Influences / Occasions for Social Influence / Two Forms of Social Influence / Reference Groups and Referent Others / Consumer Word of Mouth / The "Web of Word of Mouth" / Consumer Folklore Is All Around Us / The Power of Consumer Recommendations / Consumers' Social Integration / Marketing Implications from Word of Mouth / Social Influences and Consumer Conformity / Causes of Conforming Behaviors / Marketing Applications of Consumer Conformity / Reference Groups and Product Differences

CHAPTER 8

FAMILY INFLUENCES ON CONSUMER BEHAVIOR 177

Overview of This Chapter / Classifying Families in Consumer Behavior / Market Data on Families / Key Family Types / Consumer Socialization / What Is Learned in Consumer Socialization? / Intergenerational Consumer Influences / Family Decision Making / Six Challenges to Consumer Researchers / Family Decisions Are Important for Marketers / Family Roles and Buying Behavior / Purchase Influences and Role Specialization / Role Specialization Varies by Stage / What Happens in Syncretic Decision Making? / The Family Life Cycle / The Stages

of the Family Life Cycle / Issues and Uses of the FLC Concept

CHAPTER 9

SALESPERSONS' INFLUENCES ON CONSUMER BEHAVIOR 205

What Goes on During a Sales Transaction? / The Nature of Sales Influences / Analyzing the Interaction Dyad / The Marketing Perspective on Personal Selling / Multiple Views on Selling / Tracing the Flow of a Sales Interaction / The Marketing Literature on Sales Effectiveness / The Consumer's Perspective of a Sales Interaction / Principle I: Knowledge Is Power / Principle II: Understand the Marketing Theory of Price Discrimination / Principle III: Have a Strategy for the Transaction / The Public Policy Perspective / The Challenges to Public Policy / High-Pressure Sales Techniques / Misrepresentations of Selling Intent / Bait and Switch and Other Deceptive Techniques / Industry and Government Responses to Personal Selling Abuses

CHAPTER 10

ADVERTISING'S INFLUENCE ON CONSUMER BEHAVIOR 233

Overview of the Chapter / An Overview of Advertising Decisions / Ads Are Inherently Complex / The 7 M's of Advertising / Advertising as Communication / A General Model of Communication / Advertising Is a One-Way Communication Flow / The Persuasive Aspect of Advertising / Why Is Advertising Complex? / An Ideal Persuasive Communication System / The System in Reality—Potential Gaps and Pitfalls / The Hierarchy of Advertising Effects / How Strong Are

Advertising's Impacts? / Controversy: Is the Hierarchy the Only Way? / Applying the Frameworks to Ad Decisions / Controlling the Institution of Advertising / Government Regulation of Advertising / Self-Regulation in Advertising

CHAPTER 11

**SITUATIONAL INFLUENCES,
CONSUMER LIFE-STYLES,
AND MARKET
SEGMENTATION**

271

Situational Influences on Consumer Behavior / What Are Situational Influences? / The Challenge to Consumer Research / How Do Situations Affect Consumer Behavior? / How Important Are Situational Influences? / Situational Influences and Consumer Life-styles / Consumer Life-styles / Activity, Interest, and Opinion Patterns / Life-styles and Consumer Research / Life-styles and Consumption Behavior / What About Psychographics? / Classifying Consumers: A Segmentation Approach / The Five Levels of Consumer Classification / The Concept of a Market Segment / An Overall Behavioral System

PART THREE

**INTERNAL PROCESSES
OF CONSUMER BEHAVIOR**

CHAPTER 12

**UNDERSTANDING
CONSUMER MOTIVATION** 303

Introduction to the Topic / Why a Framework Is Helpful / Key Characteristics of Consumer Motivation / Major Components of

Consumer Motivation / Overt and Hidden Motives / Tension Reduction Drives Consumer Behavior / Internal and External Forces Impact Motivation / Consumer Motivation Has "Valence" / Consumers Are Motivated to Achieve Goals / Consumers Have a Thirst for Variety / Consumer Motivation Reflects Individual Differences / Consumers Desire Order in Their World / Consumers Are Guided by the Need Hierarchy / Summary: The Basics of Motivation Theory

CHAPTER 13

**CONSUMER PERSONALITY,
PSYCHOGRAPHICS,
AND INVOLVEMENT** 331

How Computers Led the Way / Personality and Consumer Behavior / Theoretical Essentials / Personality Research in Marketing / Summary of Findings on Personality and Consumer Behavior / Consumer Psychographics / Defining Psychographics / Examples of Psychographic Research / Is Psychographics Valid? / VALS: A New Segmentation Approach for Marketing / The Basic VALS System / The Nine VALS Segments / Do the Segments Differ in Consumer Behavior? / Marketing Decisions Using VALS / Consumer Involvement / What Is "Consumer Involvement"? / Marketing's View of Consumer Involvement

CHAPTER 14

**CONSUMER PERCEPTION (I):
SELECTING CONSUMER
STIMULI** 361

Defining Consumer Perception / Two Key Factors in Perception / Breaking

Down the Process of Perception / Overview of Our Coverage / Consumers' Sensory Systems / The Sensory Receptors / Consumer Sensitivity and the Science of Psychophysics / A Closing Comment on Sensory Processes / Selectivity and Attention / A Classic Example: The "Cocktail Party" Problem / The Selectivity Operators / The Concept of Attention / Stimulus Factors That Attract Attention / Personal Factors Directing Attention / The Puzzling Case of Subliminal Perception

CHAPTER 15

CONSUMER PERCEPTION (II): INTERPRETING CONSUMER STIMULI 385

Three Activities in Consumer Interpretation / Perceptual Organization / The Gestalt School / Application of Gestalt Principles in Marketing / Perceptual Categorization / The Concept of Categorization / Categorization's Importance in Consumer Behavior / Marketing and Consumer Mistakes / The Role of Expectations and Goals in Categorization / Understanding the Categorization Process / Perception and Consumer Inferences / The Concept of Perceptual Inference / Sensory Cues and Consumer Inferences / The Marketing Mix and Consumers' Perceptual Inferences / Product Decisions and Consumer Inferences / Place Decisions and Consumer Inferences / Advertising Decisions and Consumer Inferences / Price Decisions and Consumer Inferences / Public Policy and Consumers' Perceptual Inferences / Price-Quality Associations / Product Standards: Do They Deserve a Low Grade? /

Marketing and the Law: Imitation Versus Infringement

CHAPTER 16

CONSUMER LEARNING 417

The Nature of Consumer Learning / The Major Factors in Learning / The Two Schools of Learning / The Learning as Behavior (LAB) View / Classical Conditioning / Instrumental Conditioning / Applying LAB to Consumer Behavior / Further Approaches to Modifying Consumer Behavior / Understanding Consumer Purchase Patterns / The Learning Is Knowledge (LIK) View / Children and Consumer Learning / Measuring Consumer Learning / "Mis-Learning" Issues in Consumer Behavior

CHAPTER 17

CONSUMER ATTITUDES 449

The Nature of Consumer Attitudes / Why So Important? / Defining the Concept / The Components of Attitude / The Functions That Attitudes Serve / The Role of Cognitive Consistency / The Attitude Revolution: Multiattribute Models / The Basic Multiattribute Model / Applied Issues and Theoretical Underpinnings / Applications of Multiattribute Concepts / Strategies for Changing Consumer Attitudes / Attitude Research in Public Policy / How Do Consumer Attitudes Relate to Consumer Behavior? / Consumer Attitudes and Brand Purchase Behavior: Empirical Results / Complexities in the Relationship / The Extended Fishbein Model / Attitudes, Involvement, and Advertising / The Elaboration Likelihood Model / Attitude Toward the Ad

CHAPTER 18

CONSUMER DECISION
PROCESSES (I):
PREPURCHASE ISSUES 491

Product Disasters and Consumer Reactions / Overview of the Chapter / Types of Consumer Decisions / *Substance Variations in Decisions* / *Level Variations in Decisions* / The Consumer Decision Process / The Problem Recognition Stage / *The Concept of Problem Recognition* / *Causes of Problem Recognition* / *The Role of Marketing* / Information Search and Alternative Evaluation / *The Nature of Search and Evaluation* / *Key Factors in External Information Search* / *Consumers' Information Search and Shopping for Durable Goods* / *Consumer Search Segments* / Application Areas: *Consumer Information Provision* / *Marketing Applications* / *Public Policy Applications* / *Applications for Consumers*

CHAPTER 19

CONSUMER DECISION
PROCESSES (II):
PURCHASE DECISIONS 523

The Purchase Phase Is Important / Methods Used to Monitor Consumer Decision Making / *Input-Output Research* / *Process Monitoring Research* / *Combined Research Approaches* / Consumer Decision Rules / *What Are They?* / *Why Are They Important?* / The Four Basic Decision Rules / *The Compensatory Rule* / *The Lexicographic Rule* / *The Conjunctive Rule* / *The Disjunctive Rule* / Beyond the Basic Decision Rules / *The Concept of "Mixed Strategies"* / *Memory's Impact*

on Decision Strategies / *Other Key Factors Affecting Decision Making* / *Consumers' In-Store Purchasing Behavior* / *Other Aspects of the Purchase Transaction*

CHAPTER 20

CONSUMER DECISION
PROCESSES (III):
POSTPURCHASE
DECISIONS 549

Why Are Postpurchase Processes Important? / A Framework for Postpurchase / *The Consumption of Products and Services* / *Product Disposition* / Psychological Processes During Postpurchase / *Cognitive Dissonance* / *Consumer Satisfaction/Dissatisfaction* / Marketing Applications of Postpurchase Concepts / Postpurchase Issues in Public Policy / *Postpurchase Remedies* / *The Puzzling Case of Product Liability* / Consumer Applications of Postpurchase Concepts / *How to Avoid Consumer Problems* / *Handling Postpurchase Problems* / *A Closing Note*

PART FOUR
ADDITIONAL THEORIES
AND PERSPECTIVES

CHAPTER 21

PUBLIC POLICY PERSPECTIVES
ON CONSUMER BEHAVIOR 585

Essentials of the Public Policy Viewpoint / *Freedoms, Rights, and Responsibilities* / *Marketing Freedoms* / *Consumer Rights* / *Inherent Responsibilities for All Sectors*

/ The Institutions of Public Policy /
Government Involvement / Marketer
and Consumer Involvement /
Regulating the Marketing-Consumer
Environment / The FTC's Vague
Mandate / The Political Setting /
No Easy Answers / A Basic Framework
for Regulation / Stage 1: Is the Remedy
Worthwhile? / Stage 2: The Three
Principles / Stage 3: Selecting from the
"Remedies Continuum"

CHAPTER 22

AGGREGATE PERSPECTIVES
OF CONSUMER BEHAVIOR:
THE CONSUMER
MARKETPLACE 615

Market Size is a Key Issue /
Population Characteristics of the United
States / Sources of Population
Information / The Nature of
Population / Major Trend: An Aging
America / Implications of the Shifting
Age Structure / A Special Case: The
"Baby Boom Tidal Wave" / Major
Trend: The Educated Americans /
Educational Attainment: Rising Rapidly
/ Implications for Consumer Behavior
/ Major Trend: Americans on the
Move / Mobility Statistics Offer
Surprises / What Does Mobility Mean
for Consumption? / The "Melting Pot"
or Not? Regions Do Differ / Major
Trend: Exploding Households /
"Shared" Consumption Is Important /
"Households" Are a Basic Unit /
Families Are Changing / Major Trend:
Rising Consumer Incomes / The
Economic Setting / Consumer Incomes
Differ by Demographics / The Forecast:
Rising Consumer Incomes in the 1980s
/ How Marketers Use Demographic
Information / Shifting with
Demographic Trends / How

Demographics Helps Marketing Decision
Making

CHAPTER 23

THEORETICAL BACKGROUND
ON CULTURE AND SOCIAL
STRATIFICATION 649

Overview of This Chapter / What Is
Culture? / Definitions of Culture /
Components of Culture / An
Information Processing View of Culture
/ Characteristics of Culture /
Cultural Universals / Cultural Values
in the United States / Traditional
American Values / The Concept of
Social Stratification / How Is Society
Structured? / The Bases of Inequality
/ Social Stratification in Human Lives
/ Two Key Dimensions / Who Cares,
and Why? / Different Cultures,
Different Systems / Key Terms in
Stratification / The Rise of Western
Class Systems / Social Classes in the
United States / Research into Social
Classes / The Social Class Structure
/ The Classes of the American
Mainstream / The Extreme Social
Classes in America

CHAPTER 24

THEORETICAL BACKGROUND
ON SOCIALIZATION
AND SOCIAL INFLUENCE
PROCESSES 683

The Nature of Socialization / What Is
Socialization? / Socialization and Our
Special Identities / Socialization and
Life's Passages / Socialization in
Childhood / Socialization in
Adolescents and Adults / Socializing
Institutions / The Family /
Educational Institutions / The Mass
Media / Other Important Socializing