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# Preface

**W**hat (besides this textbook) have you bought today? This week? What did you eat for lunch? Do you feel most comfortable in tennis shoes, loafers or boots? Are you a Coke person or a Pepsi person?

Many of us wonder why people, both buyers and sellers, do what they do in the marketplace. In fact, sometimes we are mystified by our own behavior. Does liking an ad make us like the product it advertises? Where in our psyches do impulse purchases come from? These are not only good questions, they are valid questions. We live in a consumer society, and much of the meaning in our society is carried in the transaction between buyer and seller. We are all, at times, a little of both. So, studying our actions in the marketplace can help us understand both the business of marketing and the business of being better-informed members of this society.

## **Our Objectives in Writing This Book**

Our main purpose in writing this book was to address issues like those above in a way that is direct and relevant to you, the student. That's the short answer. The longer answer is that we wrote this book in order to accomplish a number of objectives, specifically, to:

1. Encourage you to take a closer look at the marketplace around you and then to consider this evidence and develop a practical understanding of what's happening as it relates to consumer behavior theory;
2. Offer you the chance to work through the "whys" related to consumer behavior activity;
3. Provide you with a better understanding of the causal links between consumer behavior and seller behavior;
4. Establish the practical connection between what we know and understand about consumer behavior and the making of sound marketing strategy, targeting, positioning, and marketing mix decisions; and,
5. Move you to the point where you will become a more informed, efficient, and effective consumer.

Finally, we wanted this book to be suitable for a variety of college students, most obviously those in business majors, particularly marketing, advertising, and other promotions majors in both communications and marketing departments. Retailing and fashion merchandising majors, and those in cross-functional majors requiring a grasp of consumer behavior were also in our pool. If you are a student at a four-year college or university or a two-year college, this book is written for you. It's concise, yet thorough in its coverage of topics, practical in its viewpoint, up-to-date, and "on-theory."

We've tried to make it friendly and involving. The language and style are more familiar and conversational than is typical of most other texts in this area. There is a strong emphasis on tying your own experiences and what you have seen around you in the marketplace into the flow of topics.

### **Current Influences**

We are in times of great change, and the text addresses some of the key issues of our day, including 1) consumer behavior in the global marketplace, 2) the changing ethnic composition of North America and the variety of consumer behavior patterns this brings, 3) the internet as a marketplace and influencer of consumer behavior, 4) the increasing realization that consumers buy benefits, not simply products and services, 5) the changing make-up of households, 6) shifting gender roles, 7) environmentally- and socially- responsible consumption, and 8) the increasing cry for enforcement of the Consumer Bill of Rights. These topics are sometimes treated separately, but in most cases are woven throughout the fabric of the entire text because that is the reality of their impact.

### **Text Organization and Flexibility**

The book is divided into five sections. Section One contains a single chapter, focusing on the consumer's search for benefits in the marketplace, discovering segments of like consumers, and a comprehensive consumer behavior model discussion.

Section Two deals with the consumer's decision making process, with chapters 2 through 4 each covering two steps in the process. Chapter 5 covers the unique aspects of the buying decision process followed by households and organizations.

Section Three keys on the following psychological influences and related topics: self-image, personality, and symbolic consumption (Chapter 6); values, lifestyles, and innovative diffusion (Chapter 7); memory, learning, and perception (Chapter 8); motivation, emotion, mood, and involvement (Chapter 9); consumer attitude, beliefs, and intentions (Chapter 10); and the effects of persuasive communication (Chapter 11).

Section Four is devoted to the following sociological influences: culture (Chapter 12), subculture (Chapter 13); and social class and reference groups (Chapter 14).

Section Five closes the text with an exploration of the issues surrounding the consumer in society, including public policy, and consumer advocacy (Chapter 15) and consumer behavior and society (Chapter 16).

As we read our manuscript reviews and debated among ourselves the ideal way to organize the key topics in consumer behavior, we found a wide variety of sensible approaches. The flexibility of our organization is such that the order of presentation after Section One is up to the instructor. Some will choose to deliver Section Five next, in order to frame the ensuing topics within the context of the consumer's role in society. Others will prefer to present sociological influence chapter before the psychological chapters. Others will not wish to deal with consumer decision making until after first discussing all of the influences in depth. Any way you want to approach the text is fine. There's no wrong way and many right ways to link these topics together.

## **Involving Pedagogy**

We hope that the following added attractions will make this text especially friendly, involving, and appealing, both to the student and to the instructor.

**Chapter Spotlights** open and close each chapter, highlighting key topics and simplifying review and study.

**Marketing Applications** at the end of each major section within chapters recap the topics and relate the practical utility of each subject before the introduction of the next topic.

**FAQ's** (Frequently Asked Questions) throughout the chapter provoke thought with down-to-earth queries about the behavior of consumers. For instance, in Chapter 6, related to how consumers perceive brands: "Why do some people like to wear logos on their clothing?"

**CBites** throughout the chapter offer tidbits of information about marketing practices, intriguing research findings, and company anecdotes that bring additional life and color to the material.

**Consumer and Marketer Perspectives** boxes throughout the chapter provide more detailed looks at how consumers and marketers interact.

**Key Terms** are found near the end of each chapter so that the student can find them quickly and add them to study outlines as needed.

**Team Talk** at the end of the chapter gives the students realistic and engaging ways to discuss, review, apply, and comprehend concepts presented. These are not your ordinary review or discussion questions! They involve the students in the marketplace and often in thoughts and observations about their own behavior as consumers.

**Workshops** at the end of every chapter are scenarios and projects that give students practical, manageable tasks to help them get a hands-on feel for where “consumer behavior rubber meets the marketing road.” Three Workshops in each chapter—Research, Creative, and Managerial—can be assigned as in or out of class work, or used as test assignments.

## Supplemental Material for the Student

**Which Ad Pulled Best? special edition:** This version of one of NTC’s most popular and unique titles, available for adoption as packaged with the text, offers students a chance to study consumer behavior principles as reflected by recent advertisements. Teaching tips and the actual Gallup & Robinson reader recall scores are included in the Instructor’s Manual. All of the ads in the booklet are included in the color acetate package.

## Supplemental Materials for the Instructor

Although we believe we have created *Consumer Behavior* with more teaching tools than most other texts, we also realize that the demands of the current teaching environment make a package of ancillary teaching tools as important as the text itself. For this reason, *Consumer Behavior* is supported by a complete and varied set of teaching supplements offering many option combinations to suit instructors’ individual preferences and approaches.

**INSTRUCTOR’S MANUAL** This complete resource contains the following for each chapter: Chapter Overview, Key Terms, Team Talk Answers & Ideas, Teaching and Lecture Tips, Teaching Tools (a list of the resources available in the teaching package—electronic acetates, videos, etc.—and how to use them), answers for the *Which Ad Pulled Best? special edition*, and Transparency Masters.

**TEST BANK** Each chapter contains approximately 65 questions: approximately fifty multiple choice, ten short answer, and five essay questions. Each question has a text page reference, difficulty rating, and rationale, if applicable.

**COMPUTERIZED TEST BANK** All of the test bank questions are available for specially-selected or random test generation in three platforms: DOS, Mac, and Windows.

**ELECTRONIC ACETATES** These 3.5” diskettes contain over one hundred PowerPoint images, 25% new and 75% adapted from the book. You do not need PowerPoint to display these images.

**PRINTED COLOR ACETATES** This package of two hundred color images combines ads for the *Which Ad Pulled Best special edition* and hard copy versions of the electronic acetates.

**VIDEOTAPE PACKAGE** A 90-minute videocassette comes shrinkwrapped with a booklet of teaching notes.

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