

David L. Loudon & Albert J. Della Bitta

# CONSUMER BEHAVIOR

Concepts and Applications

FOURTH EDITION

McGraw-Hill  
SERIES IN  
MARKETING



# **CONSUMER BEHAVIOR**

Concepts and Applications

David L. Loudon

*Northeast Louisiana University*

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*University of Rhode Island*

**FOURTH EDITION**

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## CONSUMER BEHAVIOR: CONCEPTS AND APPLICATIONS

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**TO**  
**Carol, Bobby, and Susan**  
**Margaret, Michael, and David**  
**Our Parents**

# PREFACE

This book is written for the beginning student of consumer behavior, whether he or she is at the undergraduate or the graduate level, with the purpose of blending both concepts and applications from the field of consumer behavior.

No special assumptions have been made regarding student preparation for this text. Although many will have had previous exposure to some of the behavioral concepts discussed, all can benefit from a review of these topics and an examination of them from a managerial perspective. Thus, the concepts presented here are regarded as extremely valuable for the career-oriented student in general and indispensable for the marketing major.

Considerable effort has been made to present the material clearly and in a style that is readable, interesting, and motivating to students. Unnecessary jargon has been avoided, and behavioral concepts have been defined in simple language. In addition to topical examples, a large number of graphics and other visuals help to clarify and reinforce text material. Each chapter begins with learning objectives, has a brief orienting example, and concludes with topic and managerial summaries to reinforce major points.

As our title indicates, the book not only presents theoretical concepts of consumer behavior but also stresses the application of this conceptual material to marketing strategies and decision making in the private, public, and nonprofit sectors. At the conceptual level, it seeks to present an integrated framework around which the major areas of consumer-behavior knowledge can be discussed. The book is thoroughly documented and provides ample opportunity for the reader to pursue a particular area of interest in greater detail. The explosion of consumer research, however, has made it impossible to cite every study relevant to a specific topic; in any case, such detail tends to confuse the introductory student through information overload and often contradictory findings. Therefore, we have emphasized what is known about consumers, rather than dwell on the present uncertainty and its implications for future research. Nevertheless, controversial areas still exist and will continue to exist for quite some time, and the student is made aware of this fact.

For too long, consumer behavior texts have been crammed with theories and research findings while giving little attention to their pragmatic application in the marketplace. Our teaching experience has been that students, especially at the introductory level, are highly interested in discussions of potential and *actual* applications of these concepts. In addition to its motivating benefit, such an approach also allows students to gain a much greater appreciation of the conceptual material. Rather than just paying token attention to this, the fourth edition of the text continues to thoroughly incorporate marketing realism in several ways. First, throughout each chapter frequent reference is made to actual or potential applications of the concepts being discussed. Second, questions and projects at the end of each chapter offer opportunities for experiential learning. Here, research may be

conducted, decisions made, or other creative activities undertaken, bringing students closer to the real world of marketing. Third, consumer behavior cases at the end of the book offer opportunities for more extensive discussion and for decision making through application of text material.

The fourth edition of this book offers important improvements. First, it has been significantly rearranged and streamlined. Second, it has been updated to reflect the wealth of new evidence on consumer behavior that has been generated since publication of the last edition. In addition, a large number of recent examples and applications are incorporated to keep the book current. Further, many new cases have been added to allow students meaningful analysis and applications of concepts. Seventeen of the twenty cases in this edition are new, and many offer a broad range of questions, often covering more than one section of the text for faculty who choose to use them in a comprehensive, integrative manner. Of course, each case also may be used to discuss individual chapters or sections of the text. The *Instructor's Manual* contains a list of the cases classified by applicable chapters.

The fourth edition comprises five major sections:

**Part 1** Studying Consumer Behavior introduces the reader to the discipline of consumer behavior by defining and describing its scope and importance, discussing the marketing function, and providing numerous examples of consumer-behavior relevance in managerial decision making. The authors' simplified framework of consumer behavior is presented, which serves as a foundation for studying and understanding the subject. Consumer behavior is of increasing interest to students who are not marketing majors, and some of them may be unfamiliar with important characteristics of the consumer market and the concept and methods of market segmentation. Consequently, consumer characteristics are discussed with a view toward selecting target markets and developing marketing programs.

**Part 2** Environmental Influences on Consumer Behavior examines sociocultural influences on consumers and presents them in hierarchical order ranging from the broadest to the most immediate. The roles of culture, subculture, social class, social groups, family, and interpersonal influences are examined.

**Part 3** Individual Determinants of Consumer Behavior deals with the consumer's internal variables. These influence the ways in which the consumer proceeds through a decision process relating to products and services. Covered in successive chapters are the topics of personality and self-concept, motivation and involvement, information processing, learning and memory, attitudes, and attitude change.

**Part 4** Consumer Decision Processes discusses the way in which consumers make purchase decisions based on their environmental influences and individual determinants. Consumers' decision processes are described in a four-stage model consisting of problem recognition, information search and evaluation, purchasing processes, and postpurchase behavior.

**Part 5** Additional Dimensions has been expanded in this edition. It presents popular models of consumer behavior and describes the consumer research process, emphasizing its importance as a prerequisite to many marketing decisions. The subject of consumerism is covered, examining the consumer's position in society and some of the problems faced in the marketplace. In addition, ethical and social responsibilities of business, government, and consumers themselves are addressed and related to marketing responsiveness. A new chapter on organizational buyer behavior completes the text. It compares final consumers and organiza-

tional buyers, discusses the influences on organizational buyer behavior, and characterizes organizational buying decisions.

Instructors desiring alternative orders in material coverage will find the book very flexible. For example, those who prefer to discuss individual determinants of consumer behavior prior to environmental variables can simply reverse Parts 2 and 3. In addition, the book is quite adaptable in regards to topics that can be covered over varying course lengths.

Note that the text is accompanied by a full ancillary program with items designed to complement both your teaching efforts and your students' learning process. The package features transparency acetates, *Instructor's Manual*, and computerized test generation system. In addition to the hard copy version of the *Instructor's Manual*, this edition offers a new PC-based system enabling faculty to customize lecture outlines and manage student grades. The software is very user-friendly and assumes that the user has only minimal computer knowledge. The system has full stand-alone editing capability to allow you to personalize and enhance the chapter outlines provided by the authors. It also allows you to electronically import into your outline abstracts from a large database of relevant, recent consumer behavior articles contained in the software as well as chapter discussion topics and answers. If you would like information on any of these supplemental materials, please contact your local McGraw-Hill representative.

We are indebted to a number of people who helped us during the revision of this text. Dean Art Bethke, Northeast Louisiana University, and Dean Sydney Stern, University of Rhode Island, offered administrative support. Our reviewers, who provided many helpful suggestions that were incorporated in the fourth edition, included: Kenneth G. Hallgren, Wayne State College; David Hartman, University of Virginia; Tina Kiesler, New York University; Edward Menge, Jr., Franklin University; Larry Marks, Kent State University; and Debra Lynn Stephens, University of Maryland.

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*David L. Loudon*

*Albert J. Della Bitta*



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