

SIXTH EDITION

Behavior

Consumer



Leon G. Schiffman
Leslie Lazar Kanuk

sixth edition

CONSUMER BEHAVIOR

Leon G. Schiffman

*Baruch College
City University of New York*

Leslie Lazar Kanuk

*Baruch College
City University of New York*

Acquisitions Editor: David Borkowsky
Associate Editor: John Larkin
Editorial Assistant: Theresa Festa
Editor-in-Chief: James Boyd
Marketing Manager: John Chillingworth
Senior Project Manager/Liaison: Linda M. DeLorenzo
Production Editor: Neil Saunders, Monotype Editorial Services
Production Coordinator: Renee Pelletier
Managing Editor: Valerie Q. Lentz
Manufacturing Supervisor: Arnold Vila
Manufacturing Manager: Vincent Scelta
Senior Designer: Ann France
Interior Design: Ginider Marshall
Illustrator (Interior): Dartmouth Publishing, Inc.
Composition: Monotype Composition Company, Inc.



Copyright © 1997, 1994, 1991, 1987, 1983, 1978 by Prentice-Hall, Inc.
A Simon & Schuster Company
Upper Saddle River, New Jersey 07458

All rights reserved. No part of this book may be reproduced, in any form or by any means, without written permission from the Publisher.

Library of Congress Cataloging-in-Publication Data

Schiffman, Leon G.

Consumer behavior / Leon G. Schiffman, Leslie Lazar Kanuk. — 6th ed.

p. cm.

Includes bibliographical references and index.

ISBN 0-13-372988-5

1. Consumer behavior. 2. Motivation research (Marketing)

I. Kanuk, Leslie Lazar. II. Title.

HF5415.32.S35 1997

658.8342—dc21

96-47756
CIP

Prentice-Hall International (UK) Limited, London
Prentice-Hall of Australia Pty. Limited, Sydney
Prentice-Hall Canada, Inc., Toronto
Prentice-Hall Hispanoamericana, S.A., Mexico
Prentice-Hall of India Private Limited, New Delhi
Prentice-Hall of Japan, Inc., Tokyo
Simon & Schuster Asia Pte. Ltd., Singapore
Editora Prentice-Hall do Brasil, Ltda., Rio de Janeiro

Printed in the United States of America

10 9 8 7 6 5 4 3 2

PREFACE

Part of the challenge in preparing this revision (as well as the five editions that preceded it) was the fact that the field of consumer behavior is so dynamic and its researchers so prolific. With this in mind, the sixth edition of *Consumer Behavior* is committed to the “spirit of diversity”—diversity of viewpoints (distinctive theories and concepts), diversity of focus (strategic vs. consumer), diversity of methods (qualitative vs. quantitative), and diversity of consumers.

Given the *diversity* of consumer behavior research, we have worked particularly hard in this edition to achieve an appropriate balance between our ongoing commitment to strategic consumer behavior (i.e., using consumer behavior principles to make strategic marketing decisions) and the broader postmodern perspective that focuses on individual consumption experience. We have continued our efforts to update our endnotes to include the most up-to-date citations possible.

As true believers in the marketing concept, we have always tried our best to meet the needs of our consumers—students, practitioners, and professors of consumer behavior—by providing a text that is highly readable and that clearly explains the relevant concepts upon which the discipline of consumer behavior is based. We have supplemented this material with a great many “real-world” examples in order to demonstrate how consumer behavior concepts are used by marketing practitioners to develop and implement effective marketing strategies.

Our aim in the sixth edition, as in earlier editions, was to write a book that was complete and comprehensive without being encyclopedic. To make it as useful as possible to both graduate and undergraduate students, we have sought to maintain an even balance of basic behavioral concepts, research findings, and applied marketing examples. We are convinced that a major contribution of consumer behavior studies to the practice of marketing is the provision of structure and direction for effective market segmentation. To this end, we have paid particular attention to revising and refining the discussion on market segmentation.

This sixth edition of *Consumer Behavior* is divided into five parts, consisting of twenty-one chapters. Part I provides the background and the tools for a strong and comprehensive understanding of the consumer behavior principles that follow. Chapter 1 introduces the reader to the study of consumer behavior, its diversity, its development, and the role of consumer research. It concludes

with a detailed discussion of ethical considerations in marketing and consumer practices. Chapter 2 provides readers with a detailed overview of the critical research process and the techniques associated with consumer behavior research, including a discussion of positivist and interpretivist research methods. Chapter 3 presents a comprehensive examination of market segmentation.

Part II discusses the consumer as an individual. It begins with an exploration of consumer needs and *motivations*, recognizing both the rational and emotional bases of many consumer actions. Chapter 5 discusses the impact of a full range of *personality* theories (e.g., Freudian theory, Neo-Freudian theory, Jungian theory, and trait and cognitive theory) on consumer behavior, explores consumer materialism, fixated consumption, and compulsive consumption behavior, and considers the related concepts of “self” and “self-image.” This chapter is followed by a comprehensive examination of the impact of consumer *perception* on marketing strategy, and includes a discussion of product positioning and repositioning. The discussion of consumer *learning* focuses on limited and extensive information processing, including an evaluation of involvement theory and its applications to marketing practice. After an in-depth examination of *consumer attitudes*, Part II concludes with a discussion of *communication* and persuasion, and links consumers as individuals to the world and people around them.

Part III is concerned with the social and cultural dimensions of consumer behavior. It begins with a discussion of *group dynamics* and consumer reference groups, followed by an examination of new *family* role orientations and changing family lifestyles. It presents consumers in their *social* and *cultural* milieus, and investigates the impact of societal and subcultural values, beliefs, and customs on consumer behavior. This section includes an expanded discussion of geodemographic clustering and examines such *subcultures* as Generation X, the affluent and non-affluent, and the Asian-American consumer. Part III concludes with an extended discussion of *cross-cultural* consumer behavior within an increasingly global marketplace.

Part IV explores various aspects of consumer decision making. It begins with a discussion of *personal influence* and *opinion leadership*, followed by an examination of the *diffusion of innovations*. Next, it describes how consumers make product decisions, and explores the newly important practice of relationship marketing. This section offers the reader a simple model of *consumer*

decision making that ties together the psychological, social, and cultural concepts examined throughout the book, a greatly expanded exploration of consumer gifting behavior, and concludes with an examination of the expanding research focus on understanding individual consumption and the symbolic meanings of possessions.

Part V addresses the role of consumer behavior in our society. It demonstrates the *application of consumer behavior principles* to the marketing of profit and not-for-profit services, including health care marketing, political marketing, environmental marketing, and the marketing of social causes. The book concludes with an examination of *public policy issues* and a discussion of consumer behavior research priorities for the next decade.

SUPPLEMENTS

For the sixth edition of *Consumer Behavior*, a state-of-the-art new supplements package has been created to support your teaching. The following materials are available upon adoption of the text.

An **Instructor's Resource Manual and Video Guide** includes extensive chapter overviews, learning objectives, and outlines as well as applications exercises. Discussion questions and answers are presented in detail. A separate section in the manual includes the On Location! at Lands' End video cases and provides answers to the discussion questions.

A new **Test Item File** with more than 100 questions per chapter has been created. The multiple choice, true/false, and essay questions are presented with three levels of difficulty and are page referenced. **Prentice Hall Custom Test**, a computerized test management system, is available in DOS and Windows.

A set of **Color Transparencies** has been created to present the concepts found throughout the book, and an additional disk of electronic transparencies is available in **PowerPoint**.

Prentice Hall Presents: Multimedia Presentations for Marketing and Advertising is also available to adopters of Schiffman and Kanuk. This brand new CD-ROM is a compilation of nearly 300 media objects, which range from EFFIE award-winning TV and print advertisements to On Location! video case clips and dozens upon dozens of concept illustrations taken from seven Prentice Hall marketing and advertising texts. All of the media are organized in a presentation program that makes arranging

multimedia lectures simple. Create your presentation by choosing from a list of the media by topic or run premade chapter-by-chapter multimedia lectures for *Consumer Behavior* from a template that already exists on the CD. Contact your local sales representative for a demonstration.

On Location! at Lands' End is a series of custom case videos created especially to accompany *Consumer Behavior*. A relevant videocase and questions designed to provide the students with an opportunity to apply the concepts learned has been written to correspond to each of the five parts of the text. For each videocase there is an 8 to 10 minute custom-produced video segment that presents background information and interviews with Lands' End marketing executives on the issues and topics discussed in that section. The written video case studies and the answers to the accompanying discussion questions are continued in the *Instructor's Resource Manual*. This new feature of *Consumer Behavior* is designed to provide focused case studies for professors who wish to use dynamic case materials as part of their teaching.

ACKNOWLEDGMENTS

Of the many people who have been enormously helpful in the preparation of this sixth edition of *Consumer Behavior*, we are especially grateful to our own consumers—the graduate and undergraduate students of consumer behavior, and their professors, who have provided us with invaluable experiential feedback to our earlier editions.

We would particularly like to thank our close friends and colleagues in the Department of Marketing at Baruch College for their continued support, encouragement, and friendship. We are grateful to the following professors for their continuous suggestions and highly constructive comments: Steve Schnaars, Baruch College; Benny Barak, Hofstra University; Elaine Sherman, Hofstra University; Martin Topol, Pace University; Harold Kassirjian, UCLA; David Brinberg, Virginia Polytechnic Institute; John Holmes, Simmons College; Joel Saegert, The University of Texas at San Antonio; Lewis Hershey, Eastern Missouri State College; William R. Dillon, Southern Methodist University; Havva J. Meric, East Carolina University; Ron Goldsmith, Florida State University; Richard Yalch, University of Washington; Mark Young, Winona State University; Michael Taylor, Marietta College; Daniel Johnson, Radford University; Bob Settle, San Diego State University; Gerald Cavallo, Fair-



field University; Kristina Cannon-Bonventre, Northeastern University; Kathy Pettit, University of Idaho; Douglas W. Mellott, Jr., Radford University; Darvin R. Hoffman, Texas A & I; David Shepherd, University of Tennessee at Chattanooga; John T. Shaw, Providence College; Janet G. Hibbard, Eastern Kentucky University; Ron Lennon, Barry University; Jeanne Mueller, Cornell University; Charles Gulas, Wright State University; James W. Cagley, University of Tulsa; Kenneth R. Lord, Niagara University; Paul Chao, University of Northern Iowa; John H. Holmes, Skidmore College; Donna Frick, Maine Maritime Academy; Sheri Zeigler, University of Hawaii; Christina Goulding, Wolverhampton University, United Kingdom; U. B. Bradley, London Guildhall University, United Kingdom; Adrienne Czerwin-Abbott, Dublin Institute of Technology, Ireland; and Bernard A. Delagneau, The University of Wales, Aberystwyth, United Kingdom.

Professor Steve Gould, our Baruch colleague, has always been forthcoming with valuable insights, suggestions and advice. We would also like to acknowledge the support and friendship of Professor Joseph Wisenblit of Seton Hall University. Alan Pollack provided invaluable legal insights into the marketing process. Many other professors, students, and colleagues have made a contribution to our thinking; among these are Martha Cook of Baruch College, Mark Kay of Montclair State University, Mary Long of Drexel University, and Charles McMellon of Pennsylvania State University. Deborah Y. Cohn provided original thinking and an interesting perspective on consumer gifting.

We would also like to acknowledge Don Siebert of Fruit of the Loom, Ross Copper of Clarion Marketing and

Communications, Larry Chiagouris of Creamer Dickson Besford, Jerry Lott, an independent marketing consultant, and Walter McCullough of Monroe Mendelsohn Research. We are grateful to the executives and staff of the following research firms for their continuous flow of interesting illustrative materials: Claritas Corporation, Simmons Market Research Bureau, Donnelley Marketing Information Services, SRI International, and Mediamark Research.

Our thanks also go to the many people at Prentice Hall who aided and supported us in the editorial and production processes of this sixth edition, including our editor David Borkowsky, the marketing manager John Chillingworth, and the senior production editor Linda DeLorenzo. We also want to acknowledge the caring and careful work of the Permissions Group (in particular Cheryl and Joe Besenjak and Sherry Hoesly) and the professionalism and concern of Neil Saunders of Monotype Editorial Services.

Finally, we would like to give very special recognition to Professor Stanley Garfunkel of CUNY for his untiring assistance, encouragement and friendship, and to Randi Dauler for her invaluable contributions and insights into the application of consumer behavior principles to not-for-profit marketing.

To the countless other people who have been generous with their time, their support and encouragement, please know we think of you, we thank you, and we love you.

Leon G. Schiffman
Leslie Lazar Kanuk

Preface xiii

PART I INTRODUCTION TO THE STUDY OF CONSUMER BEHAVIOR

1 THE DIVERSITY OF CONSUMER BEHAVIOR

- The Study of Consumer Behavior 6
 - Why We Study Consumer Behavior* 7 • *Why the Field of Consumer Behavior Developed* 8
- Ethics in Marketing 11
 - Business School Education* 14 • *The Consumer Movement* 15 • *Ethics and the Corporate Environment* 15
- Plan of the Book 17
- Summary 18
- Discussion Questions 19
- Exercises 19
- Key Words 20
- End Notes 20

2 CONSUMER RESEARCH

- History of Consumer Research 24
 - The Modernist Era* 24 • *Postmodernism* 25 • *Combining Positivist and Interpretivist Research Findings* 25
- The Consumer Research Process 27
 - Developing Research Objectives* 27 • *Collecting Secondary Data* 28 • *Designing Primary Research* 28 • *Data Collection* 38 • *Analysis* 38 • *Report Preparation* 39
- Conducting a Research Study 39
 - Research Methods and Tools* 39
- Summary 41
- Discussion Questions 41
- Exercises 42
- Key Words 42
- End Notes 42

3 MARKET SEGMENTATION

- What Is Market Segmentation? 46
 - Who Uses Market Segmentation?* 46 • *How Market Segmentation Operates* 48

Bases for Segmentation 48

- Geographic Segmentation* 50 • *Demographic Segmentation* 50 • *Psychological/Psychographic Segmentation* 55 • *Sociocultural Segmentation* 59 • *Use-Related Segmentation* 61 • *Use-Situation Segmentation* 61 • *Benefit Segmentation* 63 • *Hybrid Segmentation Approaches* 64 • *Applications of Psychographic/Demographic Profiles* 64

Criteria for Effective Targeting of Market Segments 71

- Identification* 72 • *Sufficiency* 73 • *Stability* 73 • *Accessibility* 73

Implementing Segmentation Strategies 73

- Concentrated versus Differentiated Marketing* 74 • *Countersegmentation* 74

Summary 75

Discussion Questions 75

Exercises 76

Key Words 76

End Notes 77

PART II THE CONSUMER AS AN INDIVIDUAL

4 CONSUMER NEEDS AND MOTIVATION

What Is Motivation? 83

- Motivation* 83 • *Needs* 84 • *Goals* 84 • *Positive and Negative Motivation* 86 • *Rational versus Emotional Motives* 86

The Dynamic Nature of Motivation 87

- Needs and Goals Are Constantly Changing* 87 • *Frustration* 90 • *Arousal of Motives* 92

Types and Systems of Needs 94

- Diversity of Need Systems* 95

The Measurement of Motives 105

Motivational Research 106

- Development of Motivational Research* 106 • *Motivational Research Today* 108

Summary 109

Discussion Questions 110

Exercises 110

Key Words 110

End Notes 111

5 PERSONALITY AND CONSUMER BEHAVIOR

- What Is Personality? 114
The Nature of Personality 114
- Theories of Personality 115
Freudian Theory 115 • Jungian Personality Types 120 • Neo-Freudian Personality Theory 122 • Trait Theory 125
- Personality and Understanding Consumer Diversity 126
Consumer Innovativeness and Related Personality Traits 126 • Consumer Susceptibility to Interpersonal Influence 129 • Cognitive Personality Factors 129 • From Consumer Materialism to Compulsive Consumption 132 • Consumer Ethnocentrism: Responses to Foreign-Made Products 134
- Self and Self-Image 136
One or Multiple Selves 136 • The Makeup of the Self-Image 137 • The Extended Self 137 • Altering the Self 138
- Summary 140
Discussion Questions 140
Exercises 140
Key Words 141
End Notes 141

6 CONSUMER PERCEPTION

- What Is Perception? 146
Perception 146 • Sensation 146 • The Absolute Threshold 148 • The Differential Threshold 148 • Subliminal Perception 152
- The Dynamics of Perception 155
Perceptual Selection 157 • Perceptual Organization 164 • Perceptual Interpretation 168
- Consumer Imagery 170
Product and Service Images 171 • Perceived Price 174 • Perceived Quality 176 • Retail Store Image 181 • Manufacturer's Image 181 • Brand Image 182
- Perceived Risk 183
Types of Perceived Risk 183 • Perception of Risk Varies 184 • How Consumers Handle Risk 185
- Summary 186
Discussion Questions 187
Exercises 188
Key Words 188
End Notes 189

7 LEARNING AND CONSUMER INVOLVEMENT

- What Is Learning? 194
Motivation 195 • Cues 195 • Response 195 • Reinforcement 195
- Behavioral Learning Theories 196
Classical Conditioning 196 • Instrumental Conditioning 205
- Cognitive Learning Theory 207
Information Processing 207 • Involvement Theory 215
- Brand Loyalty 222
Developing Brand Loyalty 223 • Brand Equity 224
- Summary 226
Discussion Questions 227
Exercises 227
Key Words 228
End Notes 228

8 THE NATURE OF CONSUMER ATTITUDES

- What Are Attitudes? 234
The Attitude "Object" 236 • Attitudes Are a Learned Predisposition 237 • Attitudes Have Consistency 237 • Attitudes Occur Within a Situation 237
- Structural Models of Attitudes 238
Tricomponent Attitude Model 239 • Multiattribute Attitude Models 242 • Theory of Trying to Consume 247 • Attitude-Toward-the-Ad Models 251
- Summary 253
Discussion Questions 254
Exercises 254
Key Words 254
End Notes 255

9 CONSUMER ATTITUDE FORMATION AND CHANGE

- Attitude Formation 258
How Attitudes Are Learned 258 • Sources of Influence on Attitude Formation 260 • Personality Factors 262
- Attitude Change 262
Strategies of Attitude Change 262
- Behavior Can Precede or Follow Attitude Formation 271
Cognitive Dissonance Theory 271 • Attribution Theory 272



Summary 275
Discussion Questions 275
Exercises 276
Key Words 276
End Notes 276

10 COMMUNICATION AND PERSUASION

Components of Communication 280
The Communications Process 282
The Message Initiator (The Source) 282 • The Target Audience (The Receivers) 286 • Feedback—The Receiver's Response 288
Designing Persuasive Communications 290
Communications Strategy 291 • Media Strategy 291 • Message Strategies 296 • Crisis Communications Strategies 309
Summary 310
Discussion Questions 311
Exercises 312
Key Words 312
End Notes 313

PART III CONSUMERS IN THEIR SOCIAL AND CULTURAL SETTINGS

11 GROUP DYNAMICS AND CONSUMER REFERENCE GROUPS

What Is a Group? 320
Types of Groups 320 • Consumer-Relevant Groups 321
Reference Groups 323
What Is a Reference Group? 323 • Factors That Affect Reference Group Influence 326 • Reference Groups and Consumer Conformity 328
Applications of the Reference Group Concept 330
Celebrities 331 • The Expert 335 • The "Common Man" 335 • The Executive and Employee Spokesperson 335 • Trade or Spokes-Characters 337 • Other Reference Group Appeals 338 • Benefits of the Reference Group Appeal 339
Summary 341
Discussion Questions 342

Exercises 342
Key Words 342
End Notes 343

12 THE FAMILY

The Family Is a Concept in Flux 346
Functions of the Family 347
Economic Well-Being 347 • Emotional Support 347 • Suitable Family Lifestyles 348 • Socialization of Family Members 349
Family Decision Making 352
Family Roles 353 • Dynamics of Husband-Wife Decision Making 355 • Children 357
The Family Life Cycle 360
Traditional Family Life Cycle 361 • Modifications to the FLC 366
Summary 369
Discussion Questions 370
Exercises 371
Key Words 371
End Notes 371

13 SOCIAL CLASS AND CONSUMER BEHAVIOR

What Is Social Class? 376
Social Class and Social Status 376 • Social-Class Categories 378
The Measurement of Social Class 379
Subjective Measures 380 • Reputational Measures 381 • Objective Measures 381
Lifestyle Profiles of the Social Classes 387
Social Class Mobility 390
Signs of Downward Mobility 390
Geodemographic Clustering 392
The Affluent Consumer 392
The Media Exposure of the Affluent Consumer 394 • Segmenting the Affluent Market 394
The Nonaffluent Consumer 397
Selected Consumer Behavior Applications of Social Class 398
Clothing, Fashion, and Shopping 398 • The Pursuit of Leisure 398 • Saving, Spending, and Credit 398 • Social Class and Communication 399
Summary 401
Discussion Questions 401
Exercises 402
Key Words 402
End Notes 402

14 THE INFLUENCE OF CULTURE ON CONSUMER BEHAVIOR

- What Is Culture? 406
Characteristics of Culture 406
The Invisible Hand of Culture 407 • *Culture Satisfies Needs* 407 • *Culture Is Learned* 408 • *Culture Is Shared* 412 • *Culture Is Dynamic* 414
The Measurement of Culture 415
Content Analysis 416 • *Consumer Fieldwork* 416 • *Value Measurement Survey Instruments* 417 • *The Yankelovich MONITOR®* 418 • *DYG SCAN—A Scanning Program* 420
American Core Values 422
Achievement and Success 422 • *Activity* 423 • *Efficiency and Practicality* 424 • *Progress* 425 • *Material Comfort* 425 • *Individualism* 426 • *Freedom* 428 • *External Conformity* 428 • *Humanitarianism* 428 • *Youthfulness* 429 • *Fitness and Health* 429 • *Core Values Are Not an American Phenomenon* 432
Summary 434
Discussion Questions 434
Exercises 435
Key Words 435
End Notes 436

15 SUBCULTURAL ASPECTS OF CONSUMER BEHAVIOR

- What Is Subculture? 440
Nationality Subcultures 441
Hispanic Subcultures 441 • *The Impact of Nationality Subcultures* 444
Religious Subcultures 445
Geographic and Regional Subcultures 446
Racial Subcultures 447
The African-American Consumer 449 • *Asian-American Consumers* 451
Age Subcultures 453
The Generation X Market 453 • *The Baby Boomer Market* 456 • *Mature and Elderly Consumer* 457
Sex as a Subculture 464
Sex Roles and Consumer Behavior 464 • *The Working Woman* 465
Subcultural Interaction 466
Summary 467
Discussion Questions 467
Exercises 467
Key Words 468
End Notes 468

16 CROSS-CULTURAL CONSUMER BEHAVIOR: AN INTERNATIONAL PERSPECTIVE

- The Imperative to Be Multinational 472
Acquiring Exposure to Other Cultures 473 • *Country-of-Origin Effects* 473
Cross-Cultural Consumer Analysis 474
Similarities and Differences Among People 474 • *The Growing Global Middle Class* 476 • *Acculturation Is a Needed Marketing Viewpoint* 477
Alternative Multinational Strategies: Global Versus Local 478
Favoring a "World Brand" 479 • *Adaptive Global Marketing* 479 • *Frameworks for Assessing Multinational Strategies* 484
Cross-Cultural Psychographic Segmentation 487
Marketing Mistakes: A Failure to Understand Differences 487
Product Problems 488 • *Promotional Problems* 490 • *Pricing and Distribution Problems* 491
Summary 492
Discussion Questions 492
Exercises 493
Key Words 493
End Notes 493

PART IV THE CONSUMER'S DECISION-MAKING PROCESS

17 PERSONAL INFLUENCE AND THE OPINION LEADERSHIP PROCESS

- What Is Opinion Leadership? 500
Dynamics of the Opinion Leadership Process 501
Opinion Leaders Are Persuasive 501 • *The Motivation Behind Opinion Leadership* 502
Measurement of Opinion Leadership 503
Self-Designating Method 504 • *Sociometric Method* 506 • *Key Informant Method* 508 • *Objective Method* 508
A Profile of The Opinion Leader 510
Knowledge and Interest 510 • *Consumer Innovators* 510 • *Personal Characteristics* 510 • *Media Habits* 512



Frequency and Overlap of Opinion Leadership 512
Overlap of Opinion Leadership 512
 The Situational Environment of Opinion Leadership 516
Opinion Leaders Are Friends or Neighbors 516
 The Interpersonal Flow of Communication 516
Two-Step Flow of Communication Theory 516 • Multistep Flow of Communication Theory 517 • A Broader Approach to Interpersonal Communication 518
 Opinion Leadership and the Firm's Promotional Strategy 519
Programs Designed to Stimulate Opinion Leadership 519 • Advertisements Simulating Opinion Leadership 520 • Word-of-Mouth May Be Uncontrollable 520 • Creation of Opinion Leaders 522
 Summary 523
 Discussion Questions 524
 Exercises 524
 Key Words 524
 End Notes 525

18 DIFFUSION OF INNOVATIONS

The Diffusion Process 528
The Innovation 528 • The Channels of Communication 535 • The Social System 537 • Time 537
 The Adoption Process 542
Stages in the Adoption Process 542 • The Innovation Decision Process 544 • The Adoption Process and Information Sources 545
 A Profile of the Consumer Innovator 545
Defining the Consumer Innovator 546 • Interest in the Product Category 546 • The Innovator Is an Opinion Leader 546 • Personality Traits 547 • Purchase and Consumption Characteristics 549 • Media Habits 549 • Social Characteristics 549 • Demographic Characteristics 550 • Are There Generalized Consumer Innovators? 550
 Summary 552
 Discussion Questions 552
 Exercises 553
 Key Words 554
 End Notes 554

19 CONSUMER DECISION MAKING: CHOOSING AND CONSUMING

What Is a Decision? 558
 Levels of Consumer Decision Making 558
Extensive Problem Solving 558 • Limited Problem Solving 559 • Routinized Response Behavior 559
 Models of Consumers: Four Views of Consumer Decision Making 560
An Economic View 560 • A Passive View 560 • A Cognitive View 561 • An Emotional View 561
 A Model of Consumer Decision Making 564
Input 564 • Process 567 • Output 581
 Consumer Gifting Behavior 583
 Beyond the Decision: Consuming and Possessing 586
Products Have Special Meaning and Memories 587
 Relationship Marketing 588
 Summary 591
 Discussion Questions 592
 Exercises 593
 Key Words 593
 End Notes 593

PART V CONSUMER BEHAVIOR AND SOCIETY

20 CONSUMER BEHAVIOR APPLICATIONS TO PROFIT AND NOT-FOR-PROFIT MARKETING

Health Care Marketing 600
Marketing Segmentation 600 • Health Care Advertising 603
 Political Marketing 605
Voter Research 606 • Political Imagery 609 • Political Advertising 611
 The Marketing of Social Causes 612
Social Marketing and Corporate Philanthropy 612 • Cause-related Marketing and Corporate Promotion 617
 Environmental Marketing: A Cause-related Growth Industry 621
Regulation of Environmental Marketing Claims 622 • Consumers' Environmental Concerns and Behavior 623
 Summary 624
 Discussion Questions 624
 Exercises 625
 Key Words 625
 End Notes 626

21 PUBLIC POLICY AND CONSUMER PROTECTION

Public Policy and Consumer Protection 630

Deceptive Advertising and Consumer

Research 635

Corrective Advertising and Consumer Research 636

• *Packaging-to-Price Deceptions 637*

Consumer Education 638

Nutritional Labeling 640

Consumer Behavior Research Priorities 641

Summary 643

Discussion Questions 644

Exercises 644

Key Words 644

End Notes 645

Glossary 647

Company Index 658

Name Index 661

Subject Index 666





CHAPTER ONE INTRODUCES THE READER TO THE STUDY OF consumer

behavior, its diversity, its development, and the role of consumer

research. It concludes with a detailed discussion of ethical

considerations in marketing and consumer practices. Chapter 2

provides a detailed overview of the critical research process and the

techniques associated with consumer behavior research, including a

discussion of positivist and interpretivist research methods. Chapter 3

presents a comprehensive examination of market segmentation and

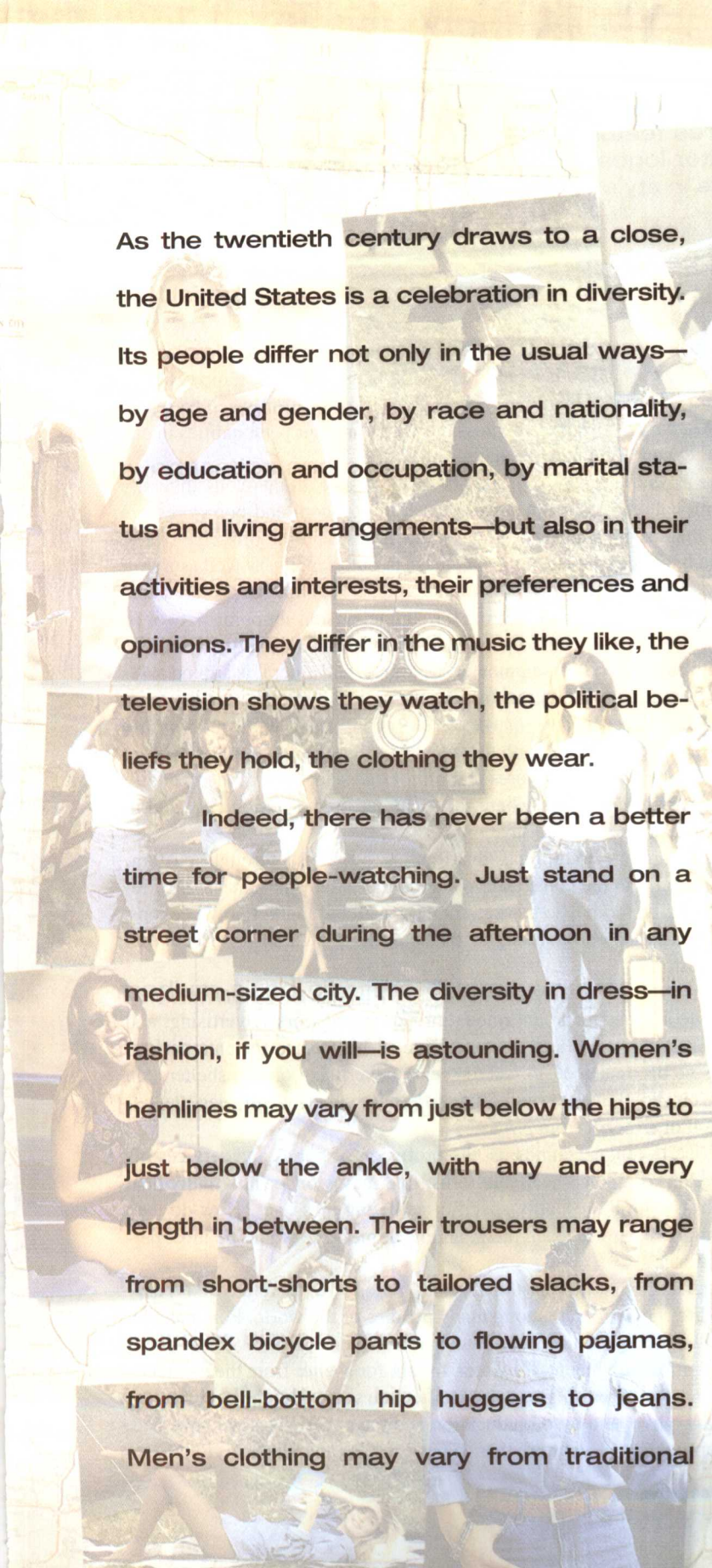
demonstrates how consumer behavior provides both the conceptual

framework and the strategic direction for the practical segmentation

of markets.

THE DIVERSITY OF
CONSUMER BEHAVIOR





As the twentieth century draws to a close, the United States is a celebration in diversity. Its people differ not only in the usual ways—by age and gender, by race and nationality, by education and occupation, by marital status and living arrangements—but also in their activities and interests, their preferences and opinions. They differ in the music they like, the television shows they watch, the political beliefs they hold, the clothing they wear.

Indeed, there has never been a better time for people-watching. Just stand on a street corner during the afternoon in any medium-sized city. The diversity in dress—in fashion, if you will—is astounding. Women's hemlines may vary from just below the hips to just below the ankle, with any and every length in between. Their trousers may range from short-shorts to tailored slacks, from spandex bicycle pants to flowing pajamas, from bell-bottom hip huggers to jeans. Men's clothing may vary from traditional

There never was in the world two opinions alike, no more than two hairs or two grains; the most universal quality is diversity.

—Michel De Montaigne,
1533–1592

business suits to sport jackets, from baseball jackets to unstructured jackets, from tee shirts to sport shirts to dress shirts. Department stores feature tattered clothing; the “grunge” look is still “in”; alligator logos are out; and unisex clothing abounds. And everybody is in style (see Figure 1-1).

Or look at hairdos—on men and women alike, regardless of age and regardless of stage. They may range from the shaved head to the flowing mane, from the clipped bob to the ubiquitous ponytail, from straight hair to curly hair, from frizz to cornrows to perms. In America in the late 1990s, we are all free to express our tastes and our personalities in any way that we wish, and the wonderful news is that we all fit in.

In addition to the *diversity* among consumers, there is also tremendous diversity among marketers. Traditional retailers, from department stores to mom-and-pop stores, are still around. So are the mass merchandisers, the discount stores, and the off-price stores. However, the 1990s also have seen a tremendous increase in outlet malls, as well as a shift from mass marketing to niche marketing to direct marketing, from showrooms to custom catalogs, from selling through direct mail to selling through television shopping networks. Catalog items range in price from 59-cent kitchen utensils to a \$100,000, fully operative, solid-gold miniature train carrying rubies, diamonds, sapphires, and emeralds around a 41-foot track. In addition to the continued interest in *value pricing*, which stresses high quality at the lowest possible price, many marketers are concerned with *relationship marketing*—developing a close affiliation with the consumer that results in brand or store loyalty. Some consumers prefer to shop at stores that offer large selections of merchandise and low prices, while others prefer stores where they can get in and out quickly and to which they are willing to pay a premium to save time.

Manufacturers sell through traditional distribution channels, through custom-designed channels, and directly to the consumer. Where United States producers once focused almost exclusively on the domestic market, the larger global market now beckons, and marketers are designing marketing strategies that they hope will be as effective in Bombay as they are in Boston.

There is great diversity in advertising media. We still have the traditional broadcast and print media, but cable TV has made enormous inroads on network advertising, and marketers of every size and every product or service are rushing on to the Internet and World Wide Web. We have become accustomed to seeing advertising on bus shelters, on municipal trash baskets, on shopping carts and cabs, and now marketers can even buy advertising space on the hull of a rocket from NASA.

With all of the diversity that surrounds us, the profusion of goods and services offered to us, and the freedom of choice available to us, one may wonder how individual marketers actually reach us with their highly specific marketing messages. How do they know which people to target, where to reach them, and what message would be most persuasive to that target audience?

The answer, of course, is that despite the diversity among us, there are also many similarities—constants that can be found among many peoples of the world. For example, we all have the same set of biological needs, no matter where we were born. These needs include the need for food, for nourishment, for water, for air, for shelter from the elements. We also acquire needs *after* we are born. These needs often are shaped by the environment and the culture in which we live, and by our education and the experiences we have had. For example, if we are brought up in a culture that values exercise and physical fitness, we

LET'S GET TOGETHER

THE CROSS COLOURS WOMAN RECOGNIZES HER BEAUTY AND THAT OF OTHERS AS AN INTEGRAL PART OF LIVING IN A WORLD FULL OF COLOR; CREATING A CANVAS FOR "GLOBAL PEACE"

CROSS COLOURS

CRUSH
PERSPECTIVE RECORDS
RECORDING ARTIST "KRUSH"
"LET'S GET TOGETHER"
CURRENT SINGLE ON THE
#1 MONEY SOUNDTRACK
PRODUCED BY JIMMY LAM
& TERRY LEWIS. THE GROUP
IS FROM DALLAS, TEXAS

CLOTHING WITHOUT PREJUDICE

AVAILABLE AT: MERRY-GO-ROUND, BULLOCKS, BROADWAY, DAYTON HUDSON, MILLER'S OUTPOST, MACY'S & OTHER FINE STORES

FIGURE 1-1



Diversity in Female Fashions
Courtesy of Cross Colours

might make it a point to jog every day before work or school. If we experience a euphoric "high" after jogging for a while, we may acquire the *need* to jog daily to maintain a sense of well-being. The interesting thing about acquired needs is that there are usually many people who experience the same needs, despite the individual nature of such needs. Remember, if you're "one in a million," there may be 4000 people just like you.

One of the few common denominators among all of us, despite our differences, is that above all, we are consumers. That is, we use or consume on a regular basis food, clothing, shelter, transportation, education, brooms, dishes, vacations, necessities, luxuries, services, even ideas. And as consumers, we play a vital role in the health of the economy—local, national, and international. The decisions that we make concerning our consumption