

CONSUMER
BEHAVIOR
second edition

Leon G. Schiffman / Leslie Lazar Kanuk

Leon G. Schiffman

Baruch College
City University of New York

Leslie Lazar Kanuk

Baruch College
City University of New York

BEHAVIOR

Library of Congress Cataloging in Publication Data

SCHIFFMAN, LEON G.

Consumer behavior.

Includes bibliographical references and index.

1. Consumers. 2. Motivation research (Marketing)

I. Kanuk, Leslie Lazar. II. Title.

HF5415.3.S29 1983 658.8'342 82-22966

ISBN 0-13-168880-4

Editorial/production supervision by Esther S. Koehn

Interior design by Suzanne Behnke

Cover design by Suzanne Behnke

Assistant Art Director: Linda Conway

Manufacturing buyer: Ed O'Dougherty

CONSUMER BEHAVIOR, *Second Edition*

by Leon G. Schiffman and Leslie Lazar Kanuk

© 1983, 1978 by Prentice-Hall, Inc., Englewood Cliffs, New Jersey 07632

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

Printed in the United States of America

10 9 8 7 6 5 4 3

ISBN 0-13-168880-4

Prentice-Hall International, Inc., *London*

Prentice-Hall of Australia Pty. Limited, *Sydney*

Editora Prentice-Hall do Brasil, Ltda., *Rio de Janeiro*

Prentice-Hall Canada Inc., *Toronto*

Prentice-Hall of India Private Limited, *New Delhi*

Prentice-Hall of Japan, Inc., *Tokyo*

Prentice-Hall of Southeast Asia Pte. Ltd., *Singapore*

Whitehall Books Limited, *Wellington, New Zealand*

PREFACE

From the day we finished writing the first edition of *Consumer Behavior*, our friends in the academic and publishing communities told us that future editions would be a “snap.” At that time we took comfort in their prognosis. Now that we have completed the second edition, we would like to suggest that the statement “Revisions are easy” be placed alongside such classic academic exaggerations as: “The term paper must have gotten lost in the mail,” “My typewriter broke down as I was starting the report,” and “You will receive an advance copy of the paper three weeks before the conference.”

Part of the difficulty in preparing a revision was the fact that the field of consumer behavior has become so dynamic and its researchers so prolific since we completed the original manuscript. Indeed, given the number and diversity of consumer behavior research articles that continue to appear at an ever-increasing pace, it was difficult to decide when to “cut off” the review of new articles, which new streams of research to include, and where to include them since they often fit into more than one topical area.

Because we truly do believe in the marketing concept, an overriding consideration throughout the preparation of this edition has been 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 and theories upon which the discipline of consumer behavior is based. We have also endeavored to illustrate with pragmatic examples how these concepts are used by marketing practitioners to develop and implement effective marketing strategies.

We have tried to make this second edition comprehensive without becoming encyclopedic. To make the book as useful as possible to both graduate and undergraduate students, we sought to maintain a firm balance between basic behavioral concepts, supporting research findings, and marketing illustrations and applications.

We continue to be convinced that the 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 included a greatly expanded discussion of market segmentation in this second edition (see Chapter 2). We have also increased the number of market segmentation examples given throughout the book.

This second edition of *Consumer Behavior* is divided into five parts, consisting of twenty chapters (an addition of five chapters over the original edition). Part I introduces the reader to the study of consumer behavior. It discusses what consumer behavior is, how and why it developed, and how consumer behavior research findings are used by marketing practitioners. This is followed by an in-depth discussion of how consumer behavior principles provide the conceptual framework and strategic direction for the segmentation of markets.

Part II discusses the consumer as an individual. It begins with an exploration of consumer needs and motivations, and is followed by a discussion of personality and by an expanded examination of consumer psychographics. A comprehensive discussion of the impact of consumer perception on marketing strategies is followed by an entirely new chapter on consumer learning which stresses the influence of consumer information processing on consumer behavior. Two new chapters on consumer attitudes reflect the latest state-of-the-art knowledge and theory in this area. Part II concludes with a discussion of communication, and relates consumers as individuals to the world and the people around them. Thus, this chapter serves as a natural bridge between Parts II and III.

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 the influence of the family and the influence of social class on consumer behavior. It examines consumers in their cultural milieu and investigates the impact of societal and subcultural values, beliefs and customs on consumer behavior. Part III concludes with an exploration of consumer behavior in other countries and indicates the need for careful cross-cultural analyses in this era of increasing multinational marketing.

Part IV provides a greatly expanded treatment of 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 offers the reader a simple model of consumer decision making which ties together the psychological, social, and cultural concepts examined throughout the book. Part IV concludes with an overview of various models of consumer behavior that have received attention in consumer behavior literature over the years. In this section, as in our discussion of consumer learning, we have been particularly mindful of the importance of consumer information processing.

Part V, which is new to this edition, explores the implications of consumer behavior research for public policy issues and concludes with a discussion of the application of consumer behavior principles to nonprofit marketing.

Of the many people who have been enormously helpful in the preparation of this new 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 from the first edition.

We would particularly like to thank our close friend and colleague, Professor Conrad Berenson, Chairman of the Department of Marketing at Baruch College, for his encouragement, his advice, and his unfailing support. Other colleagues at Baruch who deserve special recognition for their invaluable suggestions include Professors Benny Barak, Bernard Belasco, Jean Boddewyn, Maureen Coughlin, David Rachman, Gary Soldow and Joe Wisenblit. Professors William Dillon of the University of Massachusetts, Harold Kassarian of the University of California at Los Angeles, Michael Mills of the University of Southern California, and Robert Settle of San Diego State University have provided us with critical and highly constructive comments for which we are very grateful.

Among the many other individuals who have provided us with valuable advice and assistance in the preparation of this manuscript, we would like to acknowledge Royce Anderson, Margaret Crowson, Nancy Flavin, Stanley Garfunkel, Elaine Romano, Barry Katz, Ben Morris, Carol Neustadt, Jeanne Pereira, C. Jerome Greenberg, Angela Schwimmer, Elaine Sherman, Avichai Shuv-Ami, Mat Stover, Lucille Streeter, and Susan Raul Weiner.

We would like to extend special thanks to Miss Ray Hessen, marketing vice-president of Professional Products, Revlon Corporation, for her insightful comments. And we would also like to acknowledge Marvin Roscoe and John Veltri of the American Telephone and Telegraph Company and Michael Jones and Elizabeth Slaughter of the New York Telephone Company for their consistent support and cooperation. To the many others whom we have not specifically named, we think of you, we thank you, and we love you nonetheless.

Leon G. Schiffman
Leslie Lazar Kanuk

CONTENTS

Preface xvii

PART ONE INTRODUCTION



Consumer Behavior: Introduction 3

Introduction	4		
What Is Consumer Behavior?	6		
Types of Consumers	Buyers versus Users	Prospects	
Situational Factors	Level of Involvement		
Why We Study Consumer Behavior	8		
How Marketing Firms Use Consumer Behavior	9		
Designing Marketing Strategies	Measuring Marketing Performance		
Segmenting Markets			
Consumer Behavior Is Interdisciplinary	10		
Psychology	Sociology	Social Psychology	Cultural Anthropology
Economics			
Research in Consumer Behavior	12		
Scope of Consumer Behavior			
Development of Consumer Behavior as a Discipline	12		
Impact of the Marketing Concept	Fast Pace of New Product Introduction		
Shorter Product Life Cycles	Growth of Segmentation as a Marketing Strategy		
Increased Interest in Consumer Protection	Setting of Public Policy		
Environmental Concerns	Growth of Nonprofit Marketing		
Computer and Statistical Techniques			
Plan of the Book	15		
Summary	16		
Discussion Questions	17		
Endnotes	17		

2

Market Segmentation 18

Introduction	19		
What Is Market Segmentation?	19		
Users of Segmentation	Uses of Segmentation		
Criteria for Effective Market Segmentation	23		
Identification	Sufficiency	Accessibility	
Bases for Segmentation	24		
Geographic Segmentation	Demographic Segmentation	Age	Sex
<i>Marital Status</i>	<i>Income</i>	<i>Occupation and Education</i>	
<i>Combining Demographic Variables</i>	Psychological Segmentation	<i>Personality</i>	
<i>Psychographics</i>	<i>Benefits Sought</i>	Social-Cultural Segmentation	<i>Culture</i>
<i>Subculture</i>	<i>Social Class</i>	<i>Family Life Cycle</i>	User-Behavior Segmentation
Conducting a Segmentation Study	37		
Locating Secondary Data	Collecting Primary Data		
Concentrated versus Differentiated Marketing			
Is Segmentation Worthwhile?	39		
Summary	40		
Discussion Questions	41		
Endnotes	41		

PART TWO THE CONSUMER AS AN INDIVIDUAL

3

Consumer Needs and Motivation 47

Introduction	48				
What Is Motivation?	48				
Motivation	Needs	Goals	Positive and Negative Motivation		
The Selection of Goals	Rational versus Emotional Motives				
Interdependency of Needs and Goals					
The Dynamic Nature of Motivation	53				
Needs and Goals Are Constantly Changing	<i>Needs Are Never Fully Satisfied</i>				
<i>New Needs Emerge as Old Needs Are Satisfied</i>	<i>Success and Failure Influence Goals</i>				
<i>Substitute Goals</i>	Frustration	<i>Rationalization</i>	<i>Withdrawal</i>		
<i>Projection</i>	<i>Autism</i>	<i>Identification</i>	<i>Aggression</i>	<i>Repression</i>	<i>Regression</i>
Multiplicity of Needs	Needs and Goals Vary Among Individuals				
Arousal of Motives	<i>Physiological Arousal</i>	<i>Cognitive Arousal</i>			
<i>Environmental Arousal</i>					
Types and Systems of Needs	61				
Diversity of Need Systems	Hierarchy of Needs	<i>Physiological Needs</i>			
<i>Safety Needs</i>	<i>Social Needs</i>	<i>Egoistic Needs</i>	<i>Need for Self-Actualization</i>		
An Evaluation of the Need Hierarchy	<i>Segmentation Applications</i>				
<i>Positioning Applications</i>	<i>Versatility of the Need Hierarchy</i>	A Trio of Needs			
<i>Power Needs</i>	<i>Affiliation Needs</i>	<i>Achievement Needs</i>			

The Measurement of Motives	74
Observation and Inference	Self-Reports Projective Techniques
Motivational Research	77
Methodology and Analysis	Development of Motivational Research
Shortcomings of Motivational Research	Motivational Research Today
Summary	80
Discussion Questions	81
Endnotes	81

4

Personality and Consumer Behavior 84

Introduction	85
What Is Personality?	85
The Nature of Personality	86
Personality Reflects Individual Differences	Personality Is Consistent and Enduring
Personality Can Change	
Theories of Personality	87
Freudian Theory	<i>Id, Superego, and Ego</i> <i>Stages of Personality Development</i>
<i>Applications of Freudian Theory to Consumer Behavior</i>	Neo-Freudian Personality Theory
Trait Theory	<i>Constructing a Personality Scale</i>
Problems and Promises of Personality Traits and Consumer Behavior	92
Disappointing Consumer Personality Research	
Promising Studies in Consumer Personality Research	
Personality and Market Segmentation	95
Personality and Brand Usage	<i>Personality and Beer Consumption</i>
Consumer-Innovators	<i>Dogmatism</i> <i>Social Character</i> <i>Category Width</i>
<i>Optimum Stimulation Level</i>	The Acceptance of Foreign-Made Products
Personality and Store Choice	Ecologically and Socially Concerned Consumers
Summary	105
Discussion Questions	106
Endnotes	107

5

Consumer Psychographics 111

Introduction	112
What Is Psychographics?	112
Psychographics versus Demographics	113
Psychographics versus Motivational Research	115
Types of Psychographic Variables	117
General and Product-Specific Statements	
Constructing a Psychographic Inventory	120
Applications of Psychographic Analysis	121
Market Segmentation.	Product Positioning and Repositioning
Promotional Campaigns	
Summary	131
Discussion Questions	132
Endnotes	132

6

The Consumer as a Perceiver 134

Introduction	135
What Is Perception?	136
Sensation	<i>The Absolute Threshold</i> <i>The Differential Threshold</i>
Marketing Applications of the J.N.D.	Subliminal Perception
The Dynamics of Perception	142
Perceptual Selection	<i>Nature of the Stimulus</i> <i>Expectations</i> <i>Motives</i>
Related Concepts	Perceptual Organization <i>Figure and Ground</i> <i>Grouping</i>
Closure	Perceptual Interpretation <i>Distorting Influences on Perception</i>
Consumer Imagery	154
Self-Image	Product Image <i>Product Positioning</i> <i>Unfavorable Product Images</i>
Evoked Set	<i>Perceived Quality</i>
Perceived Risk	160
Why Consumers Perceive Risk	Types of Risk The Perception of Risk Varies
Risk Perception Varies by Consumer	<i>Risk Perception Varies by Product Category</i>
Risk Perception Varies with the Shopping Situation	<i>Risk Perception Varies by Culture</i>
How Consumers Handle Risk	<i>Consumers Seek Information</i>
Consumers Are Brand Loyal	<i>Consumers Select by Brand Image</i>
Consumers Rely on Store Image	<i>Consumers Buy the Most Expensive Model</i>
Consumers Seek Reassurance	
Summary	165
Discussion Questions	166
Endnotes	167

7

The Consumer as a Learner 171

Introduction	172
What Is Learning?	172
Basic Principles of Learning	<i>Motivation</i> <i>Cues</i> <i>Response</i> <i>Reinforcement</i>
Behavioral Learning Theories	176
Classical Conditioning	<i>Repetition</i> <i>Stimulus Generalization</i>
Stimulus Discrimination	<i>Evaluation of Classical Conditioning</i>
Instrumental Conditioning	<i>Positive and Negative Reinforcement</i>
Massed or Distributed Learning	<i>Evaluation of Instrumental Conditioning</i>
Cognitive Learning Theory	185
Information Processing	<i>The Structure of Memory</i> <i>Memory Processes</i>
Another View of Information Processing	Evaluation of Information Processing
Brand Loyalty	191
Learning Brand Loyalty	Brand Switching
Summary	193
Discussion Questions	194
Endnotes	195

8

The Nature of Consumer Attitudes 198

Introduction	199
What Are Attitudes?	199
The Attitude "Object"	Attitudes Are a Learned Predisposition
Attitudes Have Consistency	Attitudes Occur Within a Situation

Structural Models of Attitudes	202
Tricomponent Attitude Model	<i>The Cognitive Component</i> <i>The Affective Component</i> <i>The Conative Component</i>
Single-Component Attitude Models	
Multiattribute Attitude Models	<i>The Attitude-Toward-Object Model</i> <i>The Attitude-Toward-Behavior Model</i> <i>Theory of Reasoned Action Model</i>
The Measurement of Attitudes	209
Observation of Behavior	Qualitative Research Methods
Self-Report Attitude Scales	<i>Likert Scales</i> <i>Semantic Differential Scales</i> <i>Rank-Order Scales</i> <i>The Lampert Pollimeter</i>
Summary	216
Discussion Questions	217
Endnotes	217

9

Consumer Attitude Formation and Change 219

Introduction	220
Attitude Formation	220
Learning of Attitudes	<i>Classical Conditioning</i> <i>Instrumental Conditioning</i> <i>Cognitive Learning Theory</i> <i>Information Processing</i>
Sources of Influence in Attitude Formation	<i>Direct and Past Experience</i> <i>Personal Influence</i> <i>Exposure to Mass Media</i> <i>Personality Factors</i>
Attitude Change	223
Strategies of Attitude Change	<i>Changing the Basic Motivational Function</i> <i>Associating the Product with a Group or Event</i> <i>Relating to Conflicting Attitudes</i> <i>Altering Components of the Multiattribute Model</i> <i>Changing Beliefs About Competitors' Brands</i>
Behavior Preceding Attitudes	233
Cognitive Dissonance Theory	Attribution Theory <i>Self-Perception Theory</i> <i>Attributions Toward Others</i> <i>Attributions Toward Things</i> <i>How We Test Our Attributions</i>
Consumer Involvement and Attitude Dynamics	239
Active Learning Model	Dissonance-Attribution Model
Original Low-Involvement Model	Modified Low-Involvement Model
Summary	242
Discussion Questions	243
Endnotes	244

10

Communication and Consumer Behavior 247

Introduction	248
What Is Communication?	248
Types of Communication	<i>Interpersonal Communication</i> <i>Impersonal Communication</i>
The Audience	253
Barriers to Communication	<i>Selective Attention</i> <i>Selective Perception</i> <i>Selective Appeal</i> <i>The Mass Audience as Individual Receivers</i>
Multiple Audiences	<i>Selling Intermediaries</i> <i>Other Audiences</i>
The Source	258
Classification of Sources of Consumer Communications	
The Credibility of Communication Sources	<i>Multiplicity of Perceived Sources</i> <i>Experience Affects Message Credibility</i> <i>High-Credibility versus Low-Credibility Sources</i>

The Medium	267	
Media Strategy Affects Message Reception		<i>Overlapping Audiences</i>
Media as Product Vehicles		
The Message	270	
Method of Presentation		<i>One-Sided versus Two-Sided Messages</i> <i>Order Effects</i>
Copy Approach		<i>Fear Appeals</i> <i>Humor in Advertising</i> <i>“Agony” Advertising</i>
Abrasive Advertising		<i>Audience Participation</i>
Summary	276	
Discussion Questions	278	
Endnotes	278	

PART THREE CONSUMERS IN THEIR SOCIAL AND CULTURAL SETTINGS

11

Group Dynamics and Consumer Reference Groups 285

Introduction	286	
What Is a Group?	286	
Types of Groups	287	
Primary versus Secondary Groups		Formal versus Informal Groups
Large versus Small Groups		Membership versus Symbolic Groups
Consumer-Relevant Groups	288	
The Family		Friendship Groups Formal Social Groups
Shopping Groups		Consumer Action Groups Work Groups
Reference Groups	292	
What is a Reference Group?		<i>Broadening the Reference Group Concept</i>
Types of Reference Groups		Factors That Affect Reference Group Influence
Information and Experience		<i>Group Discussion and Perceived Risk</i>
Credibility, Attractiveness, and Power of the Reference Group		<i>Conspicuousness of the Product</i>
Reference Group Impact on Product and Brand Choice		
Reference Groups and Consumer Conformity		
Promotional Applications of the Reference Group Concept	301	
Celebrities		<i>How Celebrities Are Used</i> <i>Credibility of the Celebrity</i>
Credibility of Sports Celebrities		The Expert The “Common Man”
Other Reference Group Appeals		Benefits of the Reference Group Appeal
Increase Brand Awareness		<i>Reduce Perceived Risk</i>
Government Guidelines for the Use of Testimonials and Endorsements		
Summary	312	
Discussion Questions	313	
Endnotes	313	

12

The Family 315

Introduction	316	
What Is a Family?	316	
Functions of the Family	317	
Economic Well-Being		Emotional Support
Childhood Socialization		Suitable Lifestyles
Family Decision Making	319	
Family Role Setting		<i>Eight Key Consumption Roles</i>
Family Decision Making and Product Usage		<i>Determinants of Family Decision Making</i>

Locus of Husband/Wife Decisions	<i>Dynamics of Husband/Wife Decision Making</i>
Reliability of Husband/Wife Decision Studies	Children
<i>The Family's Impact on Its Children</i>	<i>Children as Influentials</i>
The Family Life Cycle	329
Stages of the FLC	<i>Stage I: Bachelorhood</i> <i>Stage II: Honeymooners</i>
	<i>Stage III: Parenthood</i> <i>Stage IV: Postparenthood</i> <i>Stage V: Dissolution</i>
Limitations of the FLC	Application of FLC Analysis by Product Category
<i>Residential Telephone Usage</i>	<i>Family Food Consumption</i> <i>Entertainment Activities</i>
Marketing Implications of the FLC	
The Future of the Family	341
Summary	343
Discussion Questions	343
Endnotes	344

13

Social Class and Consumer Behavior 347

Introduction	348
What Is Social Class?	348
Social Class and Social Status	Social Class Is Hierarchical
Social Class and Market Segmentation	Social Class and Behavioral Factors
Social Class as a Frame of Reference	
Social-Class Categories	350
The Measurement of Social Class	351
Subjective Measures	Reputational Measures Objective Measures
<i>Single-Variable Indexes</i>	<i>Composite-Variable Indexes</i>
<i>An Applied Comparison of Single and Composite Indexes of Social Class</i>	
Issues in the Measurement of Social Class	<i>Social Class: The Missing Impact of Women</i>
<i>Composite versus Single Indexes</i>	
A General Profile of the Social Classes	365
The Upper-Upper Class	The Lower-Upper Class The Upper-Middle Class
The Lower-Middle Class	The Upper-Lower Class The Lower-Lower Class
Social-Class Mobility	
Consumer Behavior Applications of Social Class	371
Clothing and Fashion	Home Decoration The Pursuit of Leisure
Saving, Spending, and Credit	Social Class and Communication
<i>Communication Patterns</i>	<i>Media Exposure</i> Retail Shopping Consumerism
Summary	381
Discussion Questions	382
Endnotes	382

14

The Influence of Culture on Consumer Behavior 386

Introduction	387
What Is Culture?	387
Characteristics of Culture	389
The Invisible Hand of Culture	Culture Satisfies Needs Culture Is Learned
<i>How Is Culture Learned?</i>	<i>Enculturation and Acculturation</i> <i>Language and Symbols</i>
Culture Is Shared	Culture Is Dynamic
The Measurement of Culture	398
Observational Fieldwork	Content Analysis
Value Measurement Survey Instruments	<i>Social-Trend Tracking Services</i>

American Core Values	404
Achievement and Success	Activity Efficiency and Practicality
Progress	Material Comfort <i>America's Response to Shortages</i>
Individualism	Freedom External Conformity
Humanitarianism	Youthfulness Core Values Not an American Phenomenon
Summary	421
Discussion Questions	422
Endnotes	422

15

Subcultural and Cross-Cultural Aspects of Consumer Behavior 425

Introduction	426
Subcultures	426
What Is Subculture?	
Subcultures as Market Segments	428
Nationality Subcultures	<i>Hispanic Subcultures</i> Religious Subcultures
Geographic or Regional Subcultures	Racial Subcultures
<i>The Black Consumer</i>	Age Subcultures <i>The Young Adult Market</i>
<i>The Elderly Consumer</i>	Sex as a Subculture <i>Sex Roles and Consumer Behavior</i>
<i>Feminism and Consumer Behavior</i>	<i>The Working Woman</i>
<i>Consumer Behavior and Working Women</i>	Subcultural Interaction
Cross-Cultural Consumer Analysis	449
What Is Cross-Cultural Consumer Analysis?	<i>Similarities and Differences Among People</i>
<i>Acculturation Is a Needed Marketing Viewpoint</i>	
<i>Distinctive Characteristics of Cross-Cultural Analysis</i>	
Marketing Mistakes: A Failure to Understand Differences	
<i>Product Problems</i>	<i>Promotional Problems</i> <i>Pricing and Distribution Problems</i>
The Need for Systematic Cross-Cultural Consumer Research	
Summary	456
Discussion Questions	457
Endnotes	457

PART FOUR THE CONSUMERS' DECISION-MAKING PROCESS

16

Personal Influence and the Opinion Leadership Process 465

Introduction	466
What Is Opinion Leadership?	466
Dynamics of the Opinion Leadership Process	467
Credibility	Positive and Negative Product Information Information and Advice
Opinion Leadership Is a Two-Way Street	Opinion Leadership Is Category Specific
The Motivations Behind Opinion Leadership	<i>The Needs of Opinion Receivers</i>
<i>The Needs of Opinion Leaders</i>	
The Measurement of Opinion Leadership	471
Self-Designating Method	Sociometric Method <i>Sociometric Research Designs</i>
<i>Consumer Behavior Applications</i>	Key-Informant Method Objective Method

A Profile of the Opinion Leader	476
Knowledge and Interest	Consumer Innovators
Media Habits	Social Characteristics
Frequency and Overlap of Opinion Leadership	Attitudes and Intention
	Demographic Characteristics
Overlap of Opinion Leadership	482
The Opinion Leadership Environment	482
Opinion Leaders Are Friends or Neighbors	
Theories of the Interpersonal Flow of Communication	485
Two-Step Flow of Communication Theory	
Multistep Flow of Communication Theory	
Marketing Implications of the Multistep Theory	
A Broader Approach to Interpersonal Communication	487
Opinion Leadership and the Firm's Promotional Strategy	490
Advertisements That Stimulate Opinion Leadership	
Advertisements That Simulate Opinion Leadership	
Word of Mouth May Be Uncontrollable	
The Creation of Opinion Leaders	
Summary	494
Discussion Questions	495
Endnotes	496

17

Diffusion of Innovations 500

Introduction	501
The Diffusion Process	502
The Innovation	<i>Product Characteristics That Influence Diffusion</i>
The Channels of Communication	The Social System
Purchase Time	Time
Rate of Adoption	<i>Adopter Categories</i>
The Adoption Process	515
Stages in the Adoption Process	Criticisms of the Adoption Process
The Innovation Decision Process	
A Profile of the Consumer Innovator	519
Defining the Consumer Innovator	Interest in the Product Category
The Innovator Is an Opinion Leader	Personality Traits
Perceived Risk	Venturesomeness
Are There Generalized Consumer Innovators?	Purchase and Consumption Characteristics
Social Characteristics	Media Habits
Demographic Characteristics	
Summary	527
Discussion Questions	528
Endnotes	529

18

Consumer Decision Making 533

Introduction	534
What Is a Decision?	534
Three Views of Consumer Decision Making	535
Economic Man	Passive Man
Cognitive Man	
A Simple Model of Consumer Decision Making	537
Input	<i>Marketing Inputs</i>
Process	<i>Social-Cultural Inputs</i>
Levels of Consumer Decision Making	Need Recognition
Evaluation of Alternatives	Prepurchase Search
Output	Purchase Behavior
Postpurchase Evaluation	

Summary	549
Discussion Questions	549
Endnotes	550

19

Comprehensive Models of Consumer Decision Making 552

Introduction	553
Nicosia Model	554
Field 1: The Consumer's Attitude Based on the Firm's Messages	
Field 2: Search and Evaluation	Field 3: The Act of Purchase
Field 4: Feedback	
Howard-Sheth Model	555
Inputs	Perceptual and Learning Constructs
Exogenous Variables	Outputs
Engel-Kollat-Blackwell Model	558
Decision Process Stages	Information Input
Product-Brand Evaluations	Information Processing
Internalized Environmental Influences	General Motivating Influences
Sheth Family Decision-Making Model	561
Bettman's Information-Processing Model of Consumer Choice	561
Processing Capacity	Motivation
Information Acquisition and Evaluation	Attention and Perceptual Encoding
Memory	Decision Processes
<i>Consumption and Learning Processes</i>	<i>Scanner and Interrupt Mechanisms</i>
Summary	566
Discussion Questions	567
Endnotes	567

PART FIVE BROADENING THE CONCEPT OF CONSUMER BEHAVIOR

20

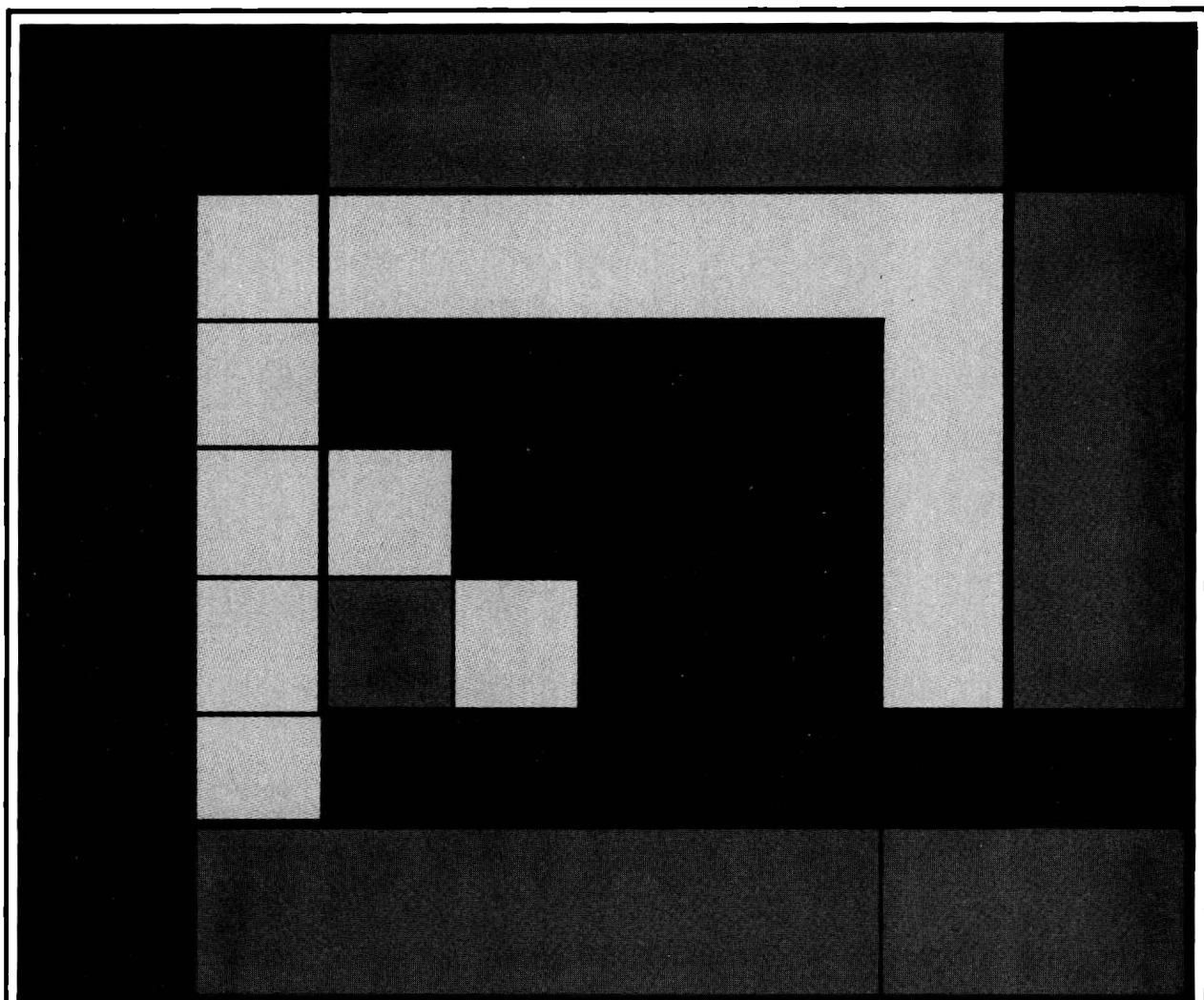
Consumer Behavior Applications for Public Policy and Nonprofit Organizations 571

Introduction	572
Consumer Protection	572
Deceptive Advertising and Consumer Research	
Corrective Advertising and Consumer Research	Consumer Information
<i>Unit Pricing</i>	<i>Nutritional Labeling</i>
<i>Energy Conservation Labeling</i>	Consumer Education
Nonprofit Marketing	579
Social Marketing	Public Health Marketing
	Political Marketing
Summary	584
Discussion Questions	584
Endnotes	585

Glossary 587

Author Index 599

Subject Index 605



part one

INTRODUCTION