

CONSUMER BEHAVIOR

HUMAN PURSUIT OF HAPPINESS IN THE WORLD OF GOODS

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CONSUMER BEHAVIOR

Human Pursuit of Happiness in the World of Goods

Jill Avery, Robert V. Kozinets, Banwari Mittal
Priya Raghbir, and Arch G. Woodside

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MY CB BOOK

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iii

DEDICATION

To You, Dear Reader
For choosing to come along, as we explore
and illuminate the world of consumers.
Enjoy the journey!

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P R E F A C E

- Your Pet Topic Not Included** At first we were paranoid. What if we ended up not including someone's pet topic? Then the answer hit us: If we missed it, students would still get that topic—from you, and much better. Relieved, we focused instead on making sure we included as many key topics as possible.
- Familiar Amalgam** Deeply conceptual. Utterly applied. Cognitive, information processing framework. Behavioral. Post-modernist. We couldn't choose. Aspiring to make this a comprehensive textbook to serve the needs of our discipline, we ended up with a little bit of everything.
- Play with Theories** To make all topics accessible to the student, we named and renamed some concepts, redrew a few flowcharts, and "decoded" many theories for simplicity. And to fill gaps in current CB Theory, we built some anew. Not to worry: to the student, *all* theories are new anyway.
- Teach Your Way** All content is made transparent to the student. So you won't have to spend all class time explaining the basics. It frees you instead to use the book as a launch pad for your own creative ways of teaching the subject.
- Yes, Its a Textbook** Didactic. Conversational. Serious. Light. The book has the gravitas of the subject matter. But its prose and poetry is student-speak. We wrote it so even students who don't like textbooks may like it. Let's hope.
- Lofty Goal Unmet** Actually, we wanted absolutely, positively to enchant the student. Alas, that lofty goal may have been met only partially. We offer this modest contribution for your consideration. And for a different kind of learning experience for your students.
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Thank you for , at our request, browsing the book.

F E A T U R E S

- Auto Customized** The book can be taught (and read) in any order. Part III (Consumers' Environment) before Part II (Inside the Consumer's Mind), for example. Or Part IV (Decision Making) before Part II. Most (80%) of the chapters can be re-sequenced. Yes, even Chapter 12 (Post-Choice) before Chapter 11 (Choice)! Each chapter is written to be understandable independently of the others.
- Plenty To Do** Review+Rewind. Think+Apply. Practice+Experience. Fill in surveys. Score yourself on uniqueness, vanity, opinion leadership, and the like. And measure others a hundred ways (The book gives you that many measurement scales!). Analyze cases. Love stats? Survey data included. Satisfy your data craving!
- Flags Are Free** Those Flags you see on the inside margins. And the globes. We placed them only where we say something substantive about a given country, rather than a mere mention of it. Rest assured, there is more global content than the flags and globes signal.
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- Love Google** We explain all CB concepts but not all proper nouns. We know readers are Google-savvy. Hint, hint: Google, dear reader, Google. (Or Bing it.)
- Pun Intended** Often you will come across some chuckle-producing tidbits. Like the one about Grey Poupon rejecting our admission into its Facebook group if our grammar was poor or our friends unseemly (Chapter10). Or an example of ... (shhhh..!) in the cognitive learning section of Chapter 4 on page (shhhh...!); Or (shhhh...!). Well, you get the idea. Please, please, let your fellow readers discover these by themselves.
- World's Second Most Fascinating Book** And, these anecdotes and examples might make you forget that this is a *textbook*. That would be an illusion. It is a textbook alright. The world's second most fascinating book on CB, actually. We count on you to help us keep it that way.

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- 1** To hundreds of CB scholars and researchers, whose labors and insights have produced the body of knowledge this book ventures to paraphrase and explain.

- 2** To authors of all CB textbooks—Eric Arnould, Del Hawkins, Wayne Hoyer, Leslie Kanuk, Frank Kardes, Debbie MacInnis, Paul Miniard, David Mothersbaugh, Jerry Olsen, J. Paul Peter, Linda Price, Leon Schiffman, Jagdish Sheth, Michael Solomon, among others—who blazed the path this book now follows.

- 3** To CB educators at various schools, whose professional reviews of the manuscript improved it exponentially, and whose enthusiasm for its distinctions sustained the book's resolve.

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- 6** To our professional colleagues around the world, who, over the years, have supported our modest academic endeavor in knowledge dissemination. It is to their collective goodwill that we owe the desire and drive to offer this book.

TO YOU ALL, OUR SINCERE GRATITUDE.

FOR INTERNATIONAL READERS

HUMANS
ARE
HUMANS

Consumers are humans first. Their marketplace behavior gets its nourishment from the wellspring of the human psyche. A majority of CB concepts (80%) are actually concepts and theories about universal human behavior. They are, at their core, country-neutral.

CONSUMERS
ARE
CONSUMERS

Consumers learn brand images through classically conditioned associations. In high involvement conditions, they elaborate the message. Rational consumer attitudes are based on brand beliefs. Consumers are “info-misers” and use heuristics (rules of thumb). Framing biases their judgments. Reference groups influence consumers in three separate ways. Consumers use products as identity markers. They use brand stories to enact their own life dramas. Consumers can’t count their money correctly... On and on, the book reveals and explains these CB theories—with zeal unstoppable by context, country, culture.

This is because ALL consumers behave this way—whether they are shopping at a department store in New York, a boutique shop in Singapore, a floating market in Thailand, or medieval street markets in Morocco.

THE WORLD
IS
FLAT

Lenovo, LG, Samsung, Sony, Dove, Chanel, Diesel, Billabong, Yellow Tail, Oolong—these non-U.S. brands are today truly global. Among stores, Seven-Eleven, a U.S. headquartered company, has a store in every city block in Japan, and Hermès opened its first store in Sao Paolo in 2009. No good marketing book today can be anything but INTERNATIONAL.

GLOBAL
REMIX
SERVED

But country and culture do add alluring, vibrant colors on the canvas of universal consumer behavior. The book samples these from far and wide—not only in the examples (e.g., Modern Sound in Seoul, Lingerie Perdu in Saudi Arabia, and the Romancing Singapore Campaign) but also in concepts (e.g., *face saving* in China) and in research studies (e.g., brand communities in Spain, Austria, and Switzerland). Look for the globe icons.

TALES
FROM
THE WEST

About readers not from North America, one thing is certain. Either your marketplace is similar to the marketplace in the U.S. (many Western European countries and urban centers around the world are), or it is dissimilar. Either way, tales from the West can be fascinating—and what 20-something in the new century doesn’t want to read about the New World consumers and marketplace? Admiration, curiosity, critiquing, differentiation—any reason is a good reason.

NOW
TRANSLATE
THIS, DEAR
STUDENT!

When given a project to do, students often ask for a sample report as a guide. An ideal sample report is one that resembles, but is not a carbon copy of, the purported student report. So the book is an invitation to this general experiential project: Here is how this specific CB concept works in the countries and world regions implied in the book. Now let’s go find out how it works in our country. We learn if we find it to be similar. We learn even more if we find it to be dissimilar. True learning comes more from that which is different from the already-familiar.

W E L C O M E T O T H E E X C U R S I O N !

READ

APPLY

EXPERIENCE

Augmented Reality

Authenticity

I see it, therefore it is!

Ambient Advertising

Social Media

Marketing to Millennials

Your Big Life Project

Choice Architecture

Social Loafing

Involvement as the Big Arbiter

Framing Effect

The Enchanted Consumer

Parody Consumption

Let's Talk Race: Starbucks' Social Experiment

You may talk but I will listen only to myself.

Behavioral Economics

Five Exchange Resources

Nostalgia

Brands to adore, brands to love

Bobos in Paradise

Some of my decisions intrigue me.

The idea that marketers create consumer needs is overrated

How Brands Charm Women Consumers: Let Us Count the Ways

Collaborative Consumption

Status Crystallization

I like what marketers offer, but I have to be vigilant.

Forming the Frame, not Targeting

Beer illusion @ MIT Pub

Style Me Sustainable

Identity Construction in a Digital World

Meta Cognition

SAVVY MARKETER

The Global Consumer

Consumption Tribes

5 Ps of Marketing

With brands I build my Identity

Nudie Jeans: The Naked Truth About Denim

BRIEF CONTENTS

Preface vi
Features vii

For International Readers ix

1	2	3	4	5
Hello, CB	Motivation	Perception	Learning	Identity
Welcome to the Fascinating World of Consumers 2	Consumer Motivations, Emotions, and Involvement 34	Consumer Perceptions and Sensory Marketing 56	Consumer Learning, Memory, and Nostalgia 84	Consumer Values, Personality, and Self-Concepts 110

PART I INTRODUCTION | PART II INSIDETHEMIND

6	7	8	9	10
Lifestyles	Attitudes	Persuasion	Culture	Referents
Consumer Lifestyles and Psychographics 130	Consumer Attitudes: Know-Feel-Do Models 150	Molding Consumer Attitudes Across Involvement 170	Consumers' Culture and Meaning Transfer 190	Reference Groups, Opinion Leaders, & E-Fluentials 222

... OF THE CONSUMER | PART III THE CONSUMER'S ENVIRONMENT

11	12	13	14	15
Decisions	Satisfaction	Shopping	Age/Sex/Family	Ethnicity/Class
Consumer Decision Making: Rational and Emotional 246	Post-Choice Experience: Doubt, Satisfaction, Loyalty 286	Consumer As Shopper: Store Choice, Loyalty, Impulsivity 306	Gender, Age, and Family in Consumer Behavior 326	Ethnic and Class Identity in Consumer Behavior 356

PART IV CONSUMER DECISION MAKING | PART V CONSUMER DIVERSITY

16	17	EPILOGUE	SYMBOLIC CONSUMER BEHAVIOR
Fandom	Ethics	Crafting Responsive Marketer Response 440	Post-Modern Consumption The Experiential and The Enchanted 448
Consumer Relationships With Brands 388	Marketers, Public Policy, Consumer Conscience 416		

PART VI CONSUMER RELATIONSHIPS WITH THE WORLD OF GOODS

PART VII

PART VIII

PART IX SPECIAL TOPICS			
1	2	3	4
Psych Meets Economics Why Consumers Can't Count Their Money 459	Searching Proper Pleasure Life Stories via Brands 464	Netnography Inside the Online Coffee Communities 469	Gender Bender Brand Hijacks and Consumer Revolt 477

STRATEGY

Researching the Consumer	482
Segmenting Consumers	492

PART X MARKETING MEETS CB

CASES From Air Stockings to ZinePak

495 Trendy	1	2	3	4	5	6	7	8	9	10
Classic	11	12	13	14	15	16	17	18		
Romantic	19	20	21	22	23	24	25	26	27	

RESOURCES

Index 11-14	Glossary G2-G18	About the Authors
	Photo Credits P1-P3	

Where Is My Topic?

Cultural Categories &
Principles p. 212
(see *Our Culturally
Constituted World*)

Symbolic consumption 457

Advertising	
Ambient	59
Appeals (sex, humor, fear, emotional, etc.)	182
Age:	
Population Pyramids Across the World	335
Segments: From Boomers to Millennials	23, 492
Attitude—ABC Model	154
—TORA, TOVA, TOTA Models	166

Bobos in Paradise 138

Brand	
Anthropomorphizing	403
Brand Loyalty—From Behavior Scan to Mind Scan	391
Brand Loyalty—A Comprehensive Model	395
Brandfests and Brand Bonding	422
Brand/Consumption Communities— What Makes Consumption Communities Tick?	407
Brand Dramas in Consumer Lives	464
Consumer Relationship With Brands	417
Consumption Tribes	409
How Brands Acquire Personality	398
Humanistic Qualities in Brands	418
Positioning by Psychographics	74

Business Buying Decisions 282

Buzz Marketing—Recipe for Successful Buzz 240

Consumers	
Age of the Empowered Consumer	19
Five Visions—Computer to Reveler	5
We Are Consumers 24-7!	4
Slightly unethical	416
Consumption	
Collaborative	20
Culture	
Categories and Principles	212

Digital Autobiographies 127

Decision Making	
Compensatory and Noncompensatory Models	258
Heuristics	262
Information Search Strategies— Simplifier vs. Extender	253
Judgment Models—Beauty Contests and Brand Battles	258
Choosing Emotional Products— Affective Choice Mode	266
Framing Effects In Judgment	
Top Down Versus Bottom Up Customization	264
Mental Accounting	273
Why Consumers Can't Count Their Money Correctly	459

Family Decision Making 276

Gender Identity	336
Gender Bender Brand Hijacks and Consumer Revolt	477
Men-Women Differences in Shopping	329
Geodemographics	339
Gift Exchange: A Cultural Analysis	210

Income—Why the Poor Pay More?	380
Involvement	
A Yardstick for All of Consumer Actions	53
How Low Involvement Advertising Works	180

Marketing	
Seeing The Future First: Meeting Consumer's Latent Needs	16
Fashioning the 5Ps	47
The Tattoo Is Already Inside the Consumer	15
Frame-forming, Not Targeting, the Consumer	442
You Talk, But I Will Listen To Myself—Consumers Themselves, Not Marketers, Persuade	150, 168

Motives:	
Self-Actualization: The Episodic (vs. Stage) View— A blog that might, well, change your life	54
Researching—Raising Peek-a-boo to an Art Form	32
Hedonic—What Maslow Missed	52
Materialism Versus Voluntary Simplicity— The Yin and Yang of Consumption	42

Netnography— Inside the Online Coffee Culture	
469 Nostalgia—Down the Memory Lane	106
Personality or Self-concept—Which Do We Consume?	122
Perception	

Perceptual Maps and Positioning— When Marketers Play the Photographer	72
Sensory Marketing—Alluring You Through the Senses	76

Persuasion	
How May I Persuade Thee— Convince You, Charm You, or Induce You?	162
Active Versus Passive Audience Theory	179
Interpersonal Selling—Five Factors	187
Psychographics—Lifestyles by Numbers	134

Post-Modernist View: Deep Meaning In Consumption	
Consumption of Authenticity, Body Adornments, Gift-exchange, Technology Paradoxes, Product Appropriation, Media Fiction, etc.	448

Reference Groups	
Three Forms of Influence: <i>Good To, Love To, Have To</i>	226
Influentials and E-fluentials	244
Social Comparison Theory	230
Media and Market Conversations	238
Word of Mouse—Sharing Opinion in Cyber Space	241
Social Networking Sites (SoNets)	234

Researching the Consumer 482-491 (Qualitative + Quantitative Methods)

Satisfaction/Dissatisfaction: Five Faces	294
Shopper: How the Browser Becomes the Buyer	312
Social Class: Status Consumption, Crystallization, and Discord and Parody Display	384

Segmentation 23, 33, 134, 337, 492

YOUR BIG LIFE PROJECT	143
Virtual Identity	127
Welcome to the Future World of Consumption	447

IN THE SCHOOL OF LIFE

BEYOND THE CLASSROOM

The book offers a repertoire of CB knowledge. In a semester-long course, you will cover most of it and pave the way for the student to read the rest of it later, read all of it again, and re-read it selectively outside of the “read and test” framework. In the school of life, we are students forever, and the book is designed to serve as a resource beyond the classroom, for the life-long student in us, to keep and savor for years to come.

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