

Consumer Behavior

Twelfth Edition

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Preface

New to this Edition

Following is a list of the significant chapter-by-chapter updates to the 12th edition of the text:

Chapter 1: Consumer Behavior and Technology

- Technology enriches the value exchange between consumers and marketers
- More sophisticated consumers and flexible buying channels and pricing
- Customized advertising and targeting
- Interactive communications
- New media and optimal targeting
- Stronger customer retention

Chapter 2: Market Segmentation and Real-Time Bidding

- Targeting impressions optimizes marketers' resources
- Predictive analytics and behavioral biometrics
- Ad exchanges and the application programming interface
- The dynamics of real-time bidding
- Cross-channel campaigns

Chapter 3: Consumer Motivation and Personality

- Technology serves consumers' needs
- Technology reshapes some needs
- New section on the impact of hidden motives
- Expanded narrative about personality traits

Chapter 4: Consumer Perception and Positioning

- Technology enables astute positioning
- Perceptions of social media
- Discerning more complex perceptions
- Technology and perceived risk

Chapter 5: Consumer Learning

- Technology and decision-making
- More complex information processing
- Involvement and customized messages
- Increasingly diverse measures of brand loyalty

Chapter 6: Consumer Attitude Formation and Change

- Multi-attribute attitude models and advanced media
- Social media and attitude formation
- Customized communications and changing attitudes
- Enhanced discussion of attribution theory

Chapter 7: Persuading Consumers

- Source credibility and social media
- New media and communication feedback
- The growing impact of time-shifted viewing
- Addressable, customized, and interactive advertising
- Reshaping measures of communication effectiveness

Chapter 8: From Print and Broadcast to Social Media and Mobile Advertising

- Consumer engagement and social media
- Advertising goals in employing social media
- Promotional strategies in mobile marketing
- Forms of social media
- Web-search, display, and mobile ads
- Google's "organic results" and "sponsored space"
- Consumers' permissions for apps' information gathering
- Effective social media campaigns
- Consumers and mobile media
- Measuring the effectiveness of advertising in new media
- Analyzing website visits
- Gauging influence within social networks
- Google Analytics
- Traditional media's electronic evolution

Chapter 9: Reference Groups and Communities, Opinion Leaders, and Word-of-Mouth

- Word-of-mouth in social networks and brand communities
- Klout scores
- Weblogging and tweeting
- Buzz agents and viral marketing
- Managing negative rumors online
- The impact of more astute word-of-mouth on marketing new products
- The changing dynamics of opinion leadership

Chapter 10: The Family and Its Social Standing

- Parental styles and children's media exposure
- Family decision-making and more diverse sources of information
- The impact of multiple screens on consumer socialization
- Enriched depictions of America's social classes

Chapter 11: Cultural Values and Consumer Behavior

- The Rokeach typology and illustrative promotional themes
- Gordon's Survey of Personal and Interpersonal Values
- How new media reshapes cultural values

Chapter 12: Subcultures and Consumer Behavior

- Multicultural consumers
- Generational patterns of adopting and utilizing technology
- Ethnicity, social media, and internet utilization

Chapter 13: Cross-Cultural Consumer Behavior: An International Perspective

- Expanded measures of cross-cultural dimensions
- New narrative describing linguistic and legal barriers in global marketing
- Technology and social media in overseas markets

Chapter 14: Consumer Decision-Making and Diffusion of Innovations

- Streamlined narrative about decision-making
- Technology and diffusion of innovations

Chapter 15: Marketers' Ethics and Social Responsibility

- The alarming breakdown and violation of consumers' privacy
- The disregard for consumer privacy by data brokers such as Acxiom
- Disregard for ethics by online giants—Google and Facebook
- Customized messages that encourage irresponsible buying
- More aggressive manipulation of children by advertisers
- Blunt violations of privacy, such as facial recognition and location targeting

Chapter 16: Consumer Research

- Technology enhances consumer research