

BRIEF CONTENTS

	ONLINE RESOURCESxivxvi	
	JTHORS xix GEMENTS xxi	
PART ONE	AN INTRODUCTION TO CONSUMER BEHAVIOUR	
Chapter 1	Understanding consumer behaviour	3
APPENDIX: CON	NDUCTING RESEARCH IN CONSUMER BEHAVIOUR	29
PART TWO	THE PSYCHOLOGICAL CORE	
Chapter 2	Motivation, ability and opportunity	45
Chapter 3	From exposure to comprehension	73
Chapter 4	Memory and knowledge	103
Chapter 5	Attitudes and persuasion	131
PART THREE	THE PROCESS OF MAKING DECISIONS	
Chapter 6	Problem recognition and information search	161
Chapter 7	Judgement and decision making	187
Chapter 8	Post-decision processes	217
PART FOUR	THE CONSUMER'S CULTURE	
Chapter 9	Social influences on consumer behaviour	241
Chapter 10	Consumer diversity	275
Chapter 11	External and internal influences on consumer behaviour	305
PART FIVE	CONSUMER BEHAVIOUR OUTCOMES AND ISSUES	
Chapter 12	Innovations: adoption, resistance and diffusion	337
Chapter 13	Symbolic consumer behaviour	367
Chapter 14	Marketing, ethics and social responsibility in today's consumer society	401

GUIDE TO THE TEXT.....xii

CONTENTS

GUIDE TO THE TEXT.....xii

GUIDE TO THE ONLINE RESOURCES			
PREFACE			
ABOUT THE AUTHORS			
ACNIOWLEDGINENTS	XXI		
PART ONE AN INTRODUCTION TO CONSU	MER B	EHAVIOUR	
CHAPTER 1 Understanding consumer behavior	ur		3
Opening vignette Toby's Estate: more than coffee	3	APPENDIX: CONDUCTING RESEARCH IN CONSUMER	
Defining consumer behaviour	4	BEHAVIOUR	29
Consumer behaviour involves goods, services,		Consumer behaviour research methods	29
activities, experiences, people and ideas Consumer behaviour can involve many people	4	Surveys	30
Consumer behaviour involves many decisions	6 6	Focus groups	31
Consumer behaviour involves emotions and coping	11	Interviews Storytelling	3´ 32
What affects consumer behaviour?	11	Photography and pictures	32
The psychological core: internal consumer processes	12	Diaries	32
The process of making decisions	12	Experiments	33
The consumer's culture: external processes	13	Field experiments	34
Consumer behaviour outcomes and issues	14	Conjoint analysis	34
Who benefits from studying consumer behaviour?	15	Observations and ethnographic research	34
Marketing managers	15	Purchase panels	34 35
Public policymakers and regulators	16	Database marketing Netnography	35
Consumers and society	16	Psychophysiological reactions and neuroscience	36
Marketing implications of consumer behaviour	16	Types of consumer researchers	36
Developing and implementing customer-oriented strategy	16	In-house marketing research departments	36
Selecting the target market	17	External marketing research firms	37
Developing products	17	Advertising agencies and media planning firms	37
Positioning	18	Syndicated data services	38
Making promotion and marketing communications	40	Retailers	38
decisions	19 20	Research foundations and trade groups Government	39
Making pricing decisions Making distribution decisions		Academics and academic research centres	39
Summary	21 23	Ethical issues in consumer research	39
	24	The positive aspects of consumer research	39
Reflection: Toby's Estate		The negative aspects of consumer research	40
Questions for review and discussion	24	Summary	42
Consumer behaviour case How Unilever's brands		Endnotes	42
connect with consumers	24	Endifotes	72
Endnotes	25		
PART TWO THE PSYCHOLOGICAL CORE			
CHAPTER 2 Motivation, ability and opportunity	y		45
Opening vignette Dinner and a movie at the cineplex	45	Social and cultural resources	62
Consumer motivation and its effects	46	Resources are interchangeable	62
What affects motivation?	46	Consumer opportunity	63
Personal relevance	46	Time	63
Values	48	Distraction Complexity, amount, repetition and control of	64
Needs	48 53	information	65
Involvement Goals		Summary	66
Self-discrepancy		Reflection: Dinner and a movie at the cineplex	67
Consumer ability: resources to act	58 60	Questions for review and discussion	67
Financial resources			07
Cognitive resources		Consumer behaviour case Fitbit: the perfect fit for consumer motivation	67
Emotional resources		Endnotes	68
Physical resources	61	Lituilotes	00

CHAPTER 3	From exposure to comprehension			73
Opening vigne	ette Is it real? Greenpeace's 'Dead Whale'		Cross-modal perception: a joining of the senses	83
campaign		73	When do we perceive stimuli?	85
Exposure an	d consumer behaviour	74	How do consumers perceive a stimulus?	87
	fluencing exposure	74	Comprehension and consumer behaviour	88
Selective e		75	Source identification	89
Attention an	d consumer behaviour	77	Message comprehension	89
Characteri	istics of attention	77	Consumer inferences	91
Focal and	non-focal attention	77	Summary	94
Customer	segments defined by attention	80	Reflection: Is it real?	95
Habituatio	on	81	Questions for review and discussion	95
	nd consumer behaviour	81	Consumer behaviour case How Under Armour	
	through vision	81	gets noticed	95
	through hearing	82	Endnotes	96
	through taste	82	Endrotes	50
	through smell	82		
Perceiving	through touch	83		
CHAPTER 4	Memory and knowledge			103
Opening vigne	ette A biography of Chesty Bond	103	Memory and retrieval	119
Different typ	es of memory	104	Retrieval failures	119
Sensory m		104	Enhancing retrieval	120
Working m		104	Summary	124
Long-term	memory	105	Reflection: A biography of Chesty Bond	125
Explicit an	d implicit memory	107	Questions for review and discussion	125
Knowledge c	ontent, structure and flexibility	107	Consumer behaviour case The rebranding of	123
	e networks, schemata and scripts	108	Virgin Australia	125
_	e categories	114	Endnotes	126
Knowledge		118	Enunotes	120
	umers differ in knowledge content	118		
and struct	ure	118		
CHAPTER 5	Attitudes and persuasion			131
Opening vigne	ette Prestige watches have timeless appeal	131	Theory of reasoned action	142
What are att	itudes?	132	How cognitively based attitudes are influenced	145
The struct	ure of attitudes	132	Changing attitudes: the role of motivation, ability	
The function	ons of attitudes	134	and opportunity	149
The charac	cteristics of attitudes	134	When do attitudes predict behaviour?	150
The affective	e (emotional) foundations of attitudes	135	Summary	152
How affect	tively based attitudes are influenced	136	Reflection: Prestige watches have timeless appeal	153
The cognitive	e foundations of attitudes	141	Questions for review and discussion	153
	magined experience	142	Consumer behaviour case Non-smoking becomes	133
	by analogy or category	142	top priority in Australia and worldwide	153
	ven attitudes	142		
	ntity-based attitude generation	142	Endnotes	154
Expectanc	:y-value models	142		

PART THREE | THE PROCESS OF MAKING DECISIONS **CHAPTER 6** Problem recognition and information search 161 174 How do we engage in an external search? Opening vignette Quick response codes for quick 161 information How much do we engage in information search? 175 Problem recognition 162 Motivation to process information 175 Ability to process information 177 Different types of problems 164 Opportunity to process information 178 From problem recognition to information search 164 Summary 180 Internal search: searching for information from 164 Reflection: Quick response codes for quick memory What kind of information is retrieved from an information 181 internal search? 164 Questions for review and discussion 181 External search: searching for information from Consumer behaviour case Searching for a 169 the environment search engine 181 Where can we search for information? 170 **Endnotes** 182 What kind of information is acquired in an external search? 173 **CHAPTER 7 Judgement and decision making** 187 Brand loyalty 203 **Opening vignette** A simple shop at the supermarket 187 Brand familiarity 203 Distinguishing judgement from decisions 188 Price-related tactics 203 Judgements about likelihood 188 Variety seeking 203 Judgements about goodness/badness 189 204 Buying on impulse Factors that influence judgement and decision Individual differences in judgements and 190 processes decision making 205 Biases and heuristics in the judgement processes 190 205 Consumer characteristics Biases in decision processes 193 Characteristics of the decision 206 Making decisions 195 Summary 208 Making thought-based decisions 195 Reflection: A simple shop at the supermarket 210 198 Making feeling-based decisions Questions for review and discussion Consumer learning 201 210 Classical conditioning 201 Consumer behaviour case Harley-Davidson Operant conditioning 202 wheels into India 210 Low-effort judgement and decision-making processes 202 **Endnotes** 211 202 Consumer habit **CHAPTER 8** Post-decision processes 217 Opening vignette Companies go social for improved Post-decision dissonance and regret 226 customer service 217 Dissonance 226 Regret 226 Understanding satisfaction and dissatisfaction 227 Closure judgements 218 The importance of customer satisfaction 219 Disposition 228 The role of expectations: the disconfirmation Disposing of meaningful objects 229 219 paradigm Recycling 231 Theories of consumer satisfaction 221 233 Summary Attribution theory 221 Reflection: Companies go social for improved 222 Equity theory customer service 234 Responses to dissatisfaction 223 234 Questions for review and discussion

Complaints

Responding by negative word of mouth

Is customer satisfaction enough?

223

224

225

Consumer behaviour case Uber: turning

satisfaction into a two-way street

Endnotes

235

236

PART FOUR | THE CONSUMER'S CULTURE **CHAPTER 9** Social influences on consumer behaviour 241 **Opening vignette** The worldwide phenomenon of Summary 266 Pokémon Go 241 Reflection: The worldwide phenomenon of Sources of influence 242 Pokémon Go 266 General sources of influence 243 Ouestions for review and discussion 267 A special source of influence: opinion leaders 246 Consumer behaviour case Celebrity endorsements Reference group sources of influence 247 go social 267 Types of influence 255 **Endnotes** 268 Normative influence 255 Informational influence 261 **CHAPTER 10** Consumer diversity 275 Opening vignette Serving shrimp burgers in Beijing How regional influences affect consumer behaviour 287 and potato tacos in Bangalore 275 Regions within Australia 287 Regions across the world 289 How age affects consumer behaviour 276 Age trends in Australia 276 How ethnic influences affect consumer behaviour 290 Teens 277 Ethnic groups within Australia 290 Ethnic groups around the world Generation Z 279 292 Millennials 279 The influence of religion 294 Generation X 280 Summary 296 Baby boomers 281 Reflection: Serving shrimp burgers in Beijing Seniors 282 297 and potato tacos in Bangalore How gender and sexuality affect consumer Questions for review and discussion 297 284 behaviour Consumer behaviour case Marketing to teens Sex roles 284 Differences in acquisition and consumption behaviours 285 worldwide via music 298 Sex, gender and sexual orientation 287 **Endnotes** 299 CHAPTER 11 External and internal influences on consumer behaviour 305 322 Personality **Opening vignette** Reaching rural customers in 322 Research approaches to personality emerging markets 305 Determining how personality characteristics affect 306 External influences on consumer behaviour consumer behaviour 324 306 Social class Lifestyles 326 307 How social class is determined Summary 329 How social class changes over time 308 How does social class affect consumption? 310 Reflection: Reaching rural customers in emerging markets 330 The consumption patterns of specific social classes 310 Household influences on consumer behaviour 313 Questions for review and discussion 330 Changing trends in household structure 314 **Consumer behaviour case IKEA'S household appeal** 330 Roles that household members play 316 **Endnotes** 332 Internal influences on consumer behaviour 318 Values 318 320 Influences on values

PART FIVE | CONSUMER BEHAVIOUR OUTCOMES AND ISSUES

CHAPTER 12 Innovations: adoption, resistance a	and diffu	ısion	337
Opening vignette Will consumers pay with their phones? Innovations Defining an innovation Innovations and co-creation Resistance vs adoption Whether consumers adopt an innovation How consumers adopt an innovation When consumers adopt innovations Diffusion How offerings diffuse through a market Factors affecting the shape of the diffusion curve How diffusion relates to the product life cycle		Influences on adoption, resistance and diffusion Characteristics of the innovation Uncertainty Consumer learning requirements Legitimacy and adaptability Characteristics of the social system Summary Reflection: Will consumers pay with their phones? Questions for review and discussion Consumer behaviour case RedBalloon: revolutionising digital marketing with artificial intelligence Endnotes	
CHAPTER 13 Symbolic consumer behaviour			367
Opening vignette Spin it again: the vinyl LP is back Sources and functions of symbolic meaning Meaning derived from culture Meaning derived from the consumer The emblematic function The role acquisition function The connectedness function The expressiveness function Multiple functions Special possessions and brands The meaning of money Special brands Brand anthropomorphism Brand relationships Types of special possessions	367 368 368 370 370 373 376 377 377 379 380 380 381 381	The characteristics that describe special possessions Why some products are special Consumer characteristics affect what is special Rituals used with special possessions Disposing of special possessions Sacred meaning The transfer of symbolic meaning through gift giving Three stages of gift giving Summary Reflection: Spin it again Questions for review and discussion Consumer behaviour case Bicycles: more than pedal power Endnotes	382 383 384 385 385 386 387 388 393 394 394 394
CHAPTER 14 Marketing, ethics and social respon	nsibility	in today's consumer society	401
Opening vignette Dove Self-Esteem Project: taking body confidence to new heights In search of balance Self-interest vs the interests of others Immediate vs long-term interests 'Dark side' vs 'bright side' outcomes Marketing ethics, consumer ethics and deviant consumer behaviour Acquisition controversies Consumption controversies Disposition controversies	401 402 402 403 403 404 404 410 415	Social responsibility issues in marketing Environmentally conscious behaviour Charitable behaviour Community involvement How can consumers resist marketing practices? Summary Reflection: Dove Self-Esteem Project Questions for review and discussion Consumer behaviour case The Odd Bunch: joining the fight against food waste Endnotes	416 416 417 418 419 420 421 421 421
GLOSSARYINDEX			