

Consumer Behavior

7th Edition

Wayne D. Hoyer
University of Texas, Austin

Deborah J. MacInnis
University of Southern California

Rik Pieters
Tilburg University



Australia • Brazil • Mexico • Singapore • United Kingdom • United States

Brief Contents

Part 1 An Introduction to Consumer Behavior 3

1 Understanding Consumer Behavior 4

Appendix Developing Information About Consumer Behavior 28

Part 2 The Psychological Core 43

2 Motivation, Ability, and Opportunity 44

3 From Exposure to Comprehension 72

4 Memory and Knowledge 100

5 Attitudes Based on High Effort 127

6 Attitudes Based on Low Effort 154

Part 3 The Process of Making Decisions 179

7 Problem Recognition and Information Search 180

8 Judgment and Decision-Making Based on High Effort 206

9 Judgment and Decision-Making Based on Low Effort 234

10 Post-Decision Processes 258

Part 4 The Consumer's Culture 291

11 Social Influences on Consumer Behavior 292

12 Consumer Diversity 321

13 Household and Social Class Influences 346

14 Psychographics: Values, Personality, and Lifestyles 373

Part 5 Consumer Behavior Outcomes and Issues 403

15 Innovations: Adoption, Resistance, and Diffusion 404

16 Symbolic Consumer Behavior 429

17 Marketing, Ethics, and Social Responsibility
in Today's Consumer Society 457

Contents

About the Authors iv

Preface xiv



Part 1 An Introduction to Consumer Behavior 3

Chapter 1 Understanding Consumer Behavior 4

1-1 Defining Consumer Behavior 5

- 1-1a Consumer Behavior Involves Goods, Services, Activities, Experiences, People, and Ideas 5
- 1-1b Consumer Behavior Involves More than Buying 5
- 1-1c Consumer Behavior Is a Dynamic Process 7
- 1-1d Consumer Behavior Can Involve Many People 7
- 1-1e Consumer Behavior Involves Many Decisions 7
- 1-1f Consumer Behavior Involves Emotions and Coping 11

1-2 What Affects Consumer Behavior? 11

- 1-2a The Psychological Core: Internal Consumer Processes 11
- 1-2b The Process of Making Decisions 12
- 1-2c The Consumer's Culture: External Processes 13
- 1-2d Consumer Behavior Outcomes and Issues 14

1-3 Who Benefits from the Study of Consumer Behavior? 15

- 1-3a Marketing Managers 15
- 1-3b Ethicists and Advocacy Groups 15
- 1-3c Public Policy Makers and Regulators 16

- 1-3d Academics 16
- 1-3e Consumers and Society 16

1-4 Making Business Decisions Based on the Marketing Implications of Consumer Behavior 16

- 1-4a Developing and Implementing Customer-Oriented Strategy 16
- 1-4b Selecting the Target Market 17
- 1-4c Developing Products 17
- 1-4d Positioning 18
- 1-4e Making Promotion and Marketing Communications Decisions 18
- 1-4f Making Pricing Decisions 19
- 1-4g Making Distribution Decisions 20

Summary 22

Endnotes 22

Appendix Developing Information About Consumer Behavior 28

Consumer Behavior Research Methods 28

- Surveys 28
- Focus Groups 29
- Interviews 30
- Storytelling 30
- Photography and Pictures 31
- Diaries 31
- Experiments 31
- Field Experiments 32
- Conjoint Analysis 32
- Observations and Ethnographic Research 32
- Purchase Panels 33
- Database Marketing and Big Data 33
- Netnography 33
- Psychophysiological Reactions and Neuroscience 34

Types of Consumer Researchers 34

- In-House Marketing Research Departments 34

- External Marketing Research Firms 35
- Advertising Agencies and Media Planning Firms 36
- Syndicated Data Services 36
- Retailers 36
- Research Foundations and Trade Groups 37
- Government 37
- Consumer Organizations 37
- Academics and Academic Research Centers 37

Ethical Issues in Consumer Research 38

- The Positive Aspects of Consumer Research 38
- The Negative Aspects of Consumer Research 38

Summary 39

Endnotes 39

Part 2 The Psychological Core 43

Chapter 2 Motivation, Ability, and Opportunity 44

2-1 Consumer Motivation and Its Effects 45

- 2-1a High-Effort Behavior 45
- 2-1b High-Effort Information Processing and Decision-Making 45
- 2-1c Felt Involvement 45

2-2 What Determines Motivation? 47

- 2-2a Personal Relevance 48
- 2-2b Consistency with Self-Concept 48
- 2-2c Values 48
- 2-2d Needs 48
- 2-2e Goals 52
- 2-2f Goals and Emotions 55
- 2-2g Self-Control and Goal Conflict 55
- 2-2h Perceived Risk 58
- 2-2i Inconsistency with Attitudes 60

2-3 Consumer Ability: Resources to Act 60

- 2-3a Financial Resources 61
- 2-3b Cognitive Resources 61
- 2-3c Emotional Resources 61
- 2-3d Physical Resources 61
- 2-3e Social and Cultural Resources 62
- 2-3f Education and Age 62

2-4 Consumer Opportunity 63

- 2-4a Time 63
- 2-4b Distraction 63
- 2-4c Complexity, Amount, Repetition, and Control of Information 63

Summary 65

Endnotes 65

Chapter 3 From Exposure to Comprehension 72

3-1 Exposure and Consumer Behavior 73

- 3-1a Factors Influencing Exposure 73
- 3-1b Selective Exposure 73

3-2 Attention and Consumer Behavior 76

- 3-2a Characteristics of Attention 76
- 3-2b Focal and Nonfocal Attention 76
- 3-2c Customer Segments Defined by Attention 80
- 3-2d Habituation 80

3-3 Perception and Consumer Behavior 80

- 3-3a Perceiving Through Vision 80
- 3-3b Perceiving Through Hearing 81

- 3-3c Perceiving Through Taste 81

- 3-3d Perceiving Through Smell 81

- 3-3e Perceiving Through Touch 82

- 3-3f When Do We Perceive Stimuli? 84

- 3-3g How Do Consumers Perceive a Stimulus? 86

3-4 Comprehension and Consumer Behavior 87

- 3-4a Source Identification 87

- 3-4b Message Comprehension 87

- 3-4c Consumer Inferences 89

Summary 92

Endnotes 92

Chapter 4 Memory and Knowledge 100

4-1 What Is Memory? 102

- 4-1a Sensory Memory 102
- 4-1b Working Memory 102
- 4-1c Long-Term Memory 103
- 4-1d Explicit Memory, Implicit Memory, and Processing Fluency 104
- 4-1e How Memory Is Enhanced 104

4-2 Knowledge Content, Structure, and Flexibility 105

- 4-2a Knowledge Content: Schemas and Scripts 105
- 4-2b Knowledge Structure: Categories 111

- 4-2c Knowledge Flexibility 114

- 4-2d Why Consumers Differ in Knowledge Content and Structure 115

4-3 Memory and Retrieval 116

- 4-3a Retrieval Failures 116

- 4-3b Retrieval Errors 117

- 4-3c Enhancing Retrieval 118

- 4-3d Characteristics of the Stimulus 118

Summary 120

Endnotes 120

Chapter 5 Attitudes Based on High Effort 127

5-1 What Are Attitudes? 128

- 5-1a The Importance of Attitudes 128
- 5-1b The Characteristics of Attitudes 128
- 5-1c Forming and Changing Attitudes 128

5-2 The Cognitive Foundations of Attitudes 129

- 5-2a Direct or Imagined Experience 131
- 5-2b Reasoning by Analogy or Category 131
- 5-2c Values-Driven Attitudes 131
- 5-2d Social Identity-Based Attitude Generation 131
- 5-2e Analytical Processes of Attitude Formation 131

5-3 How Cognitively Based Attitudes are Influenced 135

- 5-3a Communication Source 135
- 5-3b The Message 137

5-4 The Affective (Emotional) Foundations of Attitudes 139

5-5 How Affectively Based Attitudes Are Influenced 141

- 5-5a The Source 141
- 5-5b The Message 142

5-6 Attitude Toward the AD 144

5-7 When Do Attitudes Predict Behavior? 144

Summary 147

Endnotes 147

Chapter 6 Attitudes Based on Low Effort 154

6-1 High-Effort Versus Low-Effort Routes to Persuasion 155

6-2 Unconscious Influences on Attitudes When Consumer Effort Is Low 155

- 6-2a Thin-Slice Judgments 155
- 6-2b Body Feedback 155

6-3 Cognitive Bases of Attitudes When Consumer Effort Is Low 157

6-4 How Cognitive Attitudes Are Influenced 158

- 6-4a Communication Source 158
- 6-4b The Message 158
- 6-4c Message Context and Repetition 160

6-5 Affective Bases of Attitudes When Consumer Effort Is Low 160

- 6-5a The Mere Exposure Effect 160
- 6-5b Classical and Evaluative Conditioning 161
- 6-5c Attitude Toward the Ad 163
- 6-5d Mood 164

6-6 How Affective Attitudes Are Influenced 165

- 6-6a Communication Source 165
- 6-6b The Message 166

Summary 171

Endnotes 171

Part 3 The Process of Making Decisions 179

Chapter 7 Problem Recognition and Information Search 180

7-1 Problem Recognition 182

- 7-1a The Ideal State: Where We Want to Be 182
- 7-1b The Actual State: Where We Are Now 182

7-2 Internal Search: Searching for Information from Memory 183

- 7-2a How Much Do We Engage in Internal Search? 183
- 7-2b What Kind of Information Is Retrieved from Internal Search? 184
- 7-2c Is Internal Search Always Accurate? 188

7-3 External Search: Searching for Information from the Environment 189

- 7-3a Where Can We Search for Information? 189

- 7-3b How Much Do We Engage in External Search? 192

- 7-3c What Kind of Information Is Acquired in External Search? 197

- 7-3d Is External Search Always Accurate? 198

- 7-3e How Do We Engage in External Search? 198

Summary 200

Endnotes 200

Chapter 8 Judgment and Decision-Making Based on High Effort 206

8-1 High-Effort Judgment Processes 208

- 8-1a Judgments of Likelihood and Goodness/Badness 208
- 8-1b Mental and Emotional Accounting 209
- 8-1c Biases in Judgment Processes 209

8-2 High-Effort Decisions and High-Effort Decision-Making Processes 210

- 8-2a Deciding Which Brands to Consider 211
- 8-2b Deciding Which Criteria Are Important to the Choice 212

8-3 Deciding What Brand to Choose: Thought-Based Decisions 214

- 8-3a Decisions Based on Brands 216
- 8-3b Decisions Based on Product Attributes 217
- 8-3c Decisions Based on Gains and Losses 218

8-4 Deciding What Brand to Choose: High-Effort Feeling-Based Decisions 219

- 8-4a Appraisals and Feelings 220
- 8-4b Affective Forecasts and Choices 220
- 8-4c Imagery 221

8-5 Additional High-Effort Decisions 222

- 8-5a Decision Delay 222
- 8-5b Decision-Making When Alternatives Cannot Be Compared 222

8-6 What Affects High-Effort Decisions? 223

- 8-6a Consumer Characteristics 223
- 8-6b Characteristics of the Decision 224
- 8-6c Group Context 225

Summary 227

Endnotes 228

Chapter 9 Judgment and Decision-Making Based on Low Effort 234

9-1 Low-Effort Judgment Processes 236

- 9-1a The Representativeness Heuristic 236
- 9-1b The Availability Heuristic 236

9-2 Low-Effort Decision-Making Processes 237

- 9-2a Unconscious Low-Effort Decision-Making 237
- 9-2b Conscious Low-Effort Decision-Making 238
- 9-2c Using Simplifying Strategies When Consumer Effort Is Low 238

9-3 Learning Choice Tactics 239

- 9-3a Reinforcement 239
- 9-3b Punishment 239
- 9-3c Repeat Purchase 240
- 9-3d Choice Tactics Depend on the Product 240

9-4 Low-Effort Thought-Based Decision-Making 240

- 9-4a Performance as a Simplifying Strategy 241

- 9-4b Habit as a Simplifying Strategy 241

- 9-4c Brand Loyalty as a Simplifying Strategy 243

- 9-4d Price as a Simplifying Strategy 245

- 9-4e Normative Influences as a Simplifying Strategy 247

9-5 Low-Effort Feeling-Based Decision-Making 247

- 9-5a Feelings as a Simplifying Strategy 247

- 9-5b Brand Familiarity 248

- 9-5c Decision-Making Based on Variety-Seeking Needs 249

- 9-5d Buying on Impulse 250

Summary 252

Endnotes 252

Chapter 10 Post-Decision Processes 258

10-1 Post-Decision Dissonance and Regret 260

- 10-1a Dissonance 260
- 10-1b Regret 260

10-2 Learning from Consumer Experience* 261

- 10-2a A Model of Learning from Consumer Experience 261
- 10-2b What Affects Learning? 262

10-3 How Do Consumers Make Satisfaction or Dissatisfaction Judgments? 264

- 10-3a Satisfaction/Dissatisfaction Based on Thoughts 266
- 10-3b Satisfaction/Dissatisfaction Based on Feelings 270

10-4 Responses to Dissatisfaction 272

- 10-4a Complaints 272

- 10-4b Responding to Service Recovery 274

- 10-4c Responding by Negative Word of Mouth 274

10-5 Is Customer Satisfaction Enough? 275

- 10-5a Customer Retention 275

- 10-5b Product-Harm Crises 275

10-6 Disposition 276

- 10-6a Disposing of Meaningful Objects 278

- 10-6b Recycling 279

Summary 282

Endnotes 282

Part 4 The Consumer's Culture 297

Chapter 11 Social Influences on Consumer Behavior 292

11-1 Sources of Influence 294

- 11-1a Marketing and Nonmarketing Sources 294
- 11-1b How Do These General Sources Differ? 295
- 11-1c Opinion Leaders 297

11-2 Reference Groups as Sources of Influence 298

- 11-2a Types of Reference Groups 298
- 11-2b Characteristics of Reference Groups 300
- 11-2c Reference Groups Affect Consumer Socialization 303

11-3 Normative Influence 303

- 11-3a How Normative Influence Can Affect Consumer Behavior 304

- 11-3b What Affects Normative Influence Strength 305

11-4 Informational Influence 309

- 11-4a Factors Affecting Informational Influence Strength 309
- 11-4b Descriptive Dimensions of Information 310
- 11-4c The Pervasive and Persuasive Influence of Word of Mouth 311

Summary 314

Endnotes 315

Chapter 12 Consumer Diversity 327

12-1 How Age Affects Consumer Behavior 323

- 12-1a Age Trends in the United States 323
- 12-1b Teens and Millennials 323
- 12-1c Generation X 326
- 12-1d Boomers 326
- 12-1e Seniors 327

12-2 How Gender and Sexual Orientation Affect Consumer Behavior 329

- 12-2a Sex Roles 329
- 12-2b Differences in Acquisition and Consumption Behaviors 329
- 12-2c Gender and Sexual Orientation 331

12-3 How Regional Influences Affect Consumer Behavior 331

- 12-3a Regions Within the United States 332
- 12-3b Regions Across the World 333

12-4 How Ethnic and Religious Influences Affect Consumer Behavior 334

- 12-4a Ethnic Groups Within the United States 334
- 12-4b Ethnic Groups Around the World 338
- 12-4c The Influence of Religion 339

Summary 340

Endnotes 340

Chapter 13 Household and Social Class Influences 346

13-1 How the Household Influences Consumer Behavior 348

- 13-1a Types of Households 348
- 13-1b Households and Family Life Cycle 348
- 13-1c Changing Trends in Household Structure 349

13-2 Roles that Household Members Play 351

- 13-2a The Roles of Spouses 352
- 13-2b The Role of Children 353

13-3 Social Class 355

- 13-3a Types of Social Class Systems 356
- 13-3b Social Class Influences 356
- 13-3c How Social Class Is Determined 356
- 13-3d How Social Class Changes Over Time 359

13-4 How Does Social Class Affect Consumption? 361

- 13-4a Conspicuous Consumption and Voluntary Simplicity 361
- 13-4b Status Symbols and Judging Others 361
- 13-4c Compensatory Consumption 361
- 13-4d The Meaning of Money 362

13-5 The Consumption Patterns of Specific Social Classes 363

- 13-5a The Upper Class 364
- 13-5b The Middle Class 364
- 13-5c The Working Class 364
- 13-5d The Homeless 365

Summary 367

Endnotes 368

Chapter 14 Psychographics: Values, Personality, and Lifestyles 373

14-1 Values 375

- 14-1a How Values Can Be Described 375
- 14-1b The Values That Characterize Western Cultures 376
- 14-1c Why Values Change 381
- 14-1d Influences on Values 381
- 14-1e How Values Can Be Measured 384

14-2 Personality 386

- 14-2a Research Approaches to Personality 386
- 14-2b Determining Whether Personality Characteristics Affect Consumer Behavior 388

14-3 Lifestyles 391

- 14-3a Lifestyle and Behavior Patterns 391
- 14-3b Voluntary Simplicity 392

14-4 Psychographics: Combining Values, Personality, And Lifestyles 394

- 14-4a VALS™ 394
- 14-4b Other Applied Psychographic Research 394

Summary 396

Endnotes 396

Part 5 Consumer Behavior Outcomes and Issues 403

Chapter 15 Innovations: Adoption, Resistance, and Diffusion 404

15-1 Innovations 404

- 15-1a Defining an Innovation 406
- 15-1b Innovations Characterized by Degree of Novelty 406
- 15-1c Innovations Characterized by Benefits Offered 406
- 15-1d Innovations Characterized by Breadth 407
- 15-1e Innovations and Cocreation 407
- 15-1f The Consequences of Innovations 408

15-2 Resistance Versus Adoption 409

- 15-2a Whether Consumers Adopt an Innovation 409
- 15-2b How Consumers Adopt an Innovation 410
- 15-2c When Consumers Adopt Innovations 411

15-3 Diffusion 414

- 15-3a How Offerings Diffuse Through a Market 414
- 15-3b Factors Affecting the Shape of the Diffusion Curve 414
- 15-3c How Diffusion Relates to the Product Life Cycle 415

15-4 Influences on Adoption, Resistance, and Diffusion 416

- 15-4a Characteristics of the Innovation 416
- 15-4b Uncertainty 418
- 15-4c Consumer Learning Requirements 418
- 15-4d Social Relevance 421
- 15-4e Legitimacy and Adaptability 422
- 15-4f Characteristics of the Social System 423

Summary 424

Endnotes 425

Chapter 16 Symbolic Consumer Behavior 429

16-1 Sources and Functions of Symbolic Meaning 431

- 16-1a Meaning Derived from Culture 431
- 16-1b Meaning Derived from the Consumer 432
- 16-1c The Emblematic Function 432
- 16-1d The Role Acquisition Function 435
- 16-1e The Connectedness Function 438
- 16-1f The Expressiveness Function 438
- 16-1g Multiple Functions 438
- 16-1h Symbols and Self-Concept 439

16-2 Special Possessions and Brands 440

- 16-2a Special Brands 441
- 16-2b Types of Special Possessions 441
- 16-2c The Characteristics That Describe Special Possessions 442

- 16-2d Why Some Products Are Special 443
- 16-2e Consumer Characteristics Affect What Is Special 443
- 16-2f Rituals Used with Special Possessions 443
- 16-2g Disposing of Special Possessions 445

16-3 Sacred Meaning 445

16-4 The Transfer of Symbolic Meaning Through Gift Giving 446

- 16-4a The Timing of Gifts 447
- 16-4b Three Stages of Gift Giving 447

Summary 451

Endnotes 451

Chapter 17 Marketing, Ethics, and Social Responsibility in Today's Consumer Society 457

17-1 In Search of Balance 459

17-1a Self-interest Versus the Interests of Others 459

17-1b Immediate Versus Long-Term Interests 459

17-1c "Dark Side" Versus "Bright Side" Outcomes 460

17-2 Marketing Ethics, Consumer Ethics, and Deviant Consumer Behavior 460

17-2a Acquisition Controversies 461

17-2b Consumption Controversies 466

17-2c Disposition Controversies 471

17-3 Social Responsibility Issues in Marketing 472

17-3a Environmentally Conscious Behavior and Ethical
Sourcing 472

17-3b Charitable Behavior 474

17-3c Community Involvement 474

17-4 How Can Consumers Resist Marketing Practices? 475

Summary 476

Endnotes 476

Glossary 482

Name/Author Index 491

Product Index 511

Subject Index 515