

Consumer Behavior

Buying, Having, and Being

Thirteenth Edition

Global Edition

Michael R. Solomon

Saint Joseph's University



BRIEF CONTENTS

Section (1) Foundations of Consumer Behavior 19

Chapter 1 Buying, Having, and Being: An Introduction to

Consumer Behavior 20

Chapter 2 Consumer Well-Being 49

Section (2) Internal Influences on Consumer Behavior 87

Chapter 3 Perception 88

Chapter 4 Learning and Memory 124

Chapter 5 Motivation and Affect 165

Chapter 6 The Self: Mind, Gender, and Body 196Chapter 7 Personality, Lifestyles, and Values 244

Section (3) Choosing and Using Products 289

Chapter 8 Attitudes and Persuasive Communications 290

Chapter 9 Decision Making 336

Chapter 10 Buying, Using, and Disposing 370

Section (4) Consumers in Their Social and Cultural Settings 407

Chapter 11 Group Influences and Social Media 408

Chapter 12 Income and Social Class 455

Chapter 13 Subcultures 490

Chapter 14 Culture 529

Appendix I: Careers in Consumer Research 588

Appendix II: Research Methods 590

Appendix III: Sources of Secondary Data 595

Glossary 597 Index 613

CONTENTS

Section 1 ► Foundations of Consumer Behavior 19



Buying, Having, and Being: An Introduction to Consumer Behavior 20

Consumer Behavior: People in the Marketplace 21

What Is Consumer Behavior? 22 Consumers' Impact on Marketing Strategy 24

Consumers Are Different! How We Divide Them Up 24 *User-Generated Content (UGC) 29

Marketing's Impact on Consumers 29

Popular Culture Is Marketing Is Popular Culture . . . 29 All the World's a Stage 31

What Does It Mean to Consume? 32

The Global "Always-On" Consumer 34

The Digital Native: Living a Social [Media] Life 35

Consumer Behavior as a Field of Study 36

Where Do We Find Consumer Researchers? 37 Interdisciplinary Influences on the Study of Consumer Behavior 37

Two Perspectives on Consumer Research 39

Consumer Trends: Keep Ahead to Keep Up 41

Taking It from Here: The Plan of the Book 43

Chapter Summary 43 Key Terms 44

Consumer Behavior Challenge 45

Case Study Hey Alexa—What Is Consumer Behavior? 46



Review 44

Consumer Well-Being 49

Business Ethics and Consumer Rights 50

Needs and Wants: Do Marketers Manipulate Consumers? 51

Consumers' Rights and Product Satisfaction 54

Market Regulation 56 Consumerism 58 Corporate Social Responsibility (CSR) 59 Transformative Consumer Research 59 Social Marketing 59

Major Policy Issues Relevant to Consumer Behavior 60

Data Privacy and Identity Theft 60 Market Access 62 Sustainability and Environmental Stewardship 64

The Dark Side of Consumer Behavior 69

Consumer Terrorism 69
Addictive Consumption 70
Consumed Consumers 73
Illegal Acquisition and Product Use 73

Chapter Summary 75

Key Terms 75 Review 76

Consumer Behavior Challenge 76

Case Study One for One: The Art of Giving at TOMS 78

Section 1 Data Case: Analyzing the Athletic Shoe Market 82

Section 2 ► Internal Influences on Consumer Behavior 87



Perception 88

Sensation 88

Sensory Marketing 90 Augmented and Virtual Reality 97

The Stages of Perception 98

Stage 1: Exposure 99 Subliminal Perception 101 Stage 2: Attention 104

Personal Selection Factors 106

Stage 3: Interpretation 109

Stimulus Organization 110

Semiotics: The Meaning of Meaning 112 Perceptual Positioning 116

Chapter Summary 117

Key Terms 118

Review 118

Consumer Behavior Challenge 119

Case Study A Lush Treat for the Senses 120

Contents 7



Learning and Memory 124

How Do We Learn? 124

Behavioral Learning Theories 125

Marketing Applications of Classical Conditioning
Principles 127

Marketing Applications of Paperition, 127

Marketing Applications of Repetition 127 Marketing Applications of Conditioned Product

Associations 128

Marketing Applications of Stimulus Generalization 129

Instrumental Conditioning 130

Marketing Applications of Instrumental Conditioning Principles 133

Gamification: The New Frontier for Learning Applications 134

Cognitive Learning Theory 135

Observational Learning 135 Is Learning Conscious or Not? 136 How Do We Learn to Be Consumers? 137

Memory 142

How Our Brains Encode Information 143
How Our Memories Store Information 145
How We Retrieve Memories When We Decide What to Buy 148
What Makes Us Forget? 149
How We Measure Consumers' Recall of Marketing
Messages 152
Bittersweet Memories: The Marketing Power of
Nostalgia 154

Chapter Summary 156 Key Terms 157 Review 157

Consumer Behavior Challenge 158

Case Study Three Mobile Reimagines History to Assert that Phones are Good 159



Motivation and Affect 165

The Motivation Process: Why Ask Why? 165

Motivational Strength 166 Motivational Direction 167 Motivational Conflicts 169 How We Classify Consumer Needs 171

Affect 174

Types of Affective Responses 174
Positive Affect 176
Negative Affect 177
How Social Media Tap into Our Emotions 179

Consumer Involvement 180

Types of Involvement 181

Chapter Summary 188 Key Terms 188 Review 189

Consumer Behavior Challenge 189

Case Study Motivating the KonMari Way 191



The Self: Mind, Gender, and Body 196

The Self 196

Does the Self Exist? 197 Self-Concept 197 Are We What We Buy? 203 The Extended Self 205 Embodied Cognition 207 Wearable Computing 208

Gender Identity 210

Sex Role Socialization 211
Female Sex Roles 213
Male Sex Roles 215
Androgyny 216
Lesbian, Gay, Bisexual, and Transgender (LGBT)
Consumers 220

The Body as Product 220

Ideals of Beauty 221 Body Decoration and Mutilation 230 Body Anxiety 231

Chapter Summary 234
Key Terms 235
Review 235
Consumer Behavior Challenge 236

Case Study L'Oreal Age Perfect—Because They're
Worth It 237



Personality, Lifestyles, and Values 244

Personality 245

Consumer Behavior on the Couch: Freudian Theory 245 Neo-Freudian Theories 248 Trait Theory 249

Brand Personality 255

Lifestyles and Consumer Identity 261

Product Complementarity and Co-Branding Strategies 264

Psychographics 265

Values 271

Core Values 272 How Do Values Link to Consumer Behavior? 276

Chapter Summary 279 Key Terms 279 Review 280

Consumer Behavior Challenge 280

Case Study The Pure and Easy Food Lifestyle 281

Section 2 Data Case: Evolving Trends in Fitness and French Fries 286

Section 3 ► Choosing and Using Products 289



Attitudes and Persuasive Communications 290

The Power of Attitudes 291

The ABC Model of Attitudes 292

How Do We Form Attitudes? 295

Attitude Models 301

Do Attitudes Predict Behavior? 304

Persuasion: How Do Marketers Change Attitudes? 308

Decisions, Decisions: Tactical Communications Options 309

The Elements of Communication 309

The Source 311

The Message 315

New Message Formats: The Social Media Revolution 319

Types of Message Appeals 322

The Source Versus the Message: Do We Sell the Steak or the

Sizzle? 325

Chapter Summary 327

Key Terms 327

Review 328

Consumer Behavior Challenge 329

Case Study Anti-Smoking Advertising—Can You Be Scared into Quitting? 330



Decision Making 336

What's Your Problem? 337

Hyperchoice: Too Much of a Good Thing! 337 Self-Regulation 338

Cognitive Decision Making 339

Steps in the Cognitive Decision-Making Process 340 Neuromarketing 346 Online Decision Making 347

How Do We Put Products into Categories? 349

Habitual Decision Making 355

Heuristics: Mental Shortcuts 355 AI: Who's Calling the Shots? 358

Priming and Nudging 359

Chapter Summary 361 Key Terms 362 Review 362

Consumer Behavior Challenge 363

Case Study P&G and the Moments of Truth—Just How Many Moments Are There? 365



Buying, Using, and Disposing 370

Situational Effects on Consumer Behavior 371

The Consumption Situation 371

The Shopping Experience 375

Mood 376

When the Going Gets Tough, the Tough Go Shopping 377

E-Commerce: Clicks versus Bricks 379

Digital Currency 381

Retailing As Theater 382

Store Image 383

In-Store Decision Making 384

Spontaneous Shopping 385

The Salesperson: A Lead Role in the Play 387

Ownership and the Sharing Economy 387

Postpurchase Satisfaction and Disposal 388

Postpurchase Satisfaction 389

Product Disposal 389

Recycling and the Underground Economy 391

Chapter Summary 392

Key Terms 393

Review 394

Consumer Behavior Challenge 394

Case Study Recycling Plastic Bottles, Saving the Planet 396

Section 3 Data Case: Cats, Kibble, and Cable TV 402

Contents

Section 4 ► Consumers in Their Social and Cultural Settings 407



Group Influences and Social Media 408

Groups 409

Social Power 410 Reference Groups 411 Conformity 413 Brand Communities 415

Collective Decision Making: How Groups Influence What We Buy 416

B2B Decision Making 416

The Intimate Corporation: Family Decision Making 421

How Families Decide 422

Word-of-Mouth Communication 426

Buzz Building 427 Negative WOM 428

Opinion Leadership 428

How Influential Is an Opinion Leader? 430 Types of Opinion Leaders 431 How Do We Find Opinion Leaders? 432

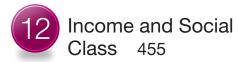
Social Media: The Horizontal Revolution 435

Online Social Networks and Brand Communities 437 Social Games 440 Digital Word-of-Mouth 441

Chapter Summary 444
Key Terms 445
Review 446
Consumer Behavior Challenge 446

Container Benavior Originaries

Case Study Social Media and Humor 449



Income and Consumer Identity 456

To Spend or Not to Spend, That Is the Question 456 Income-Based Marketing 460

Social Class and Consumer Identity 464

Pick a Pecking Order 465 How Do We Measure Social Class? 468

Status Symbols and Social Capital 470

Status Symbols 470
"What Do You Use That Fork For?" Taste Cultures and
Codes 470
Social Class Around the World 475
Status Signaling 479

Chapter Summary 482 Key Terms 483

Review 483

Consumer Behavior Challenge 484

Case Study Success at the Bottom of the Pyramid? Unilever & P&G Show It's Possible 485



Ethnic and Racial Subcultures 491

Subcultural Stereotypes 491

Ethnicity and Acculturation 492
The "Big Three" American Ethnic Subcultures 495

Religious Subcultures 499

Organized Religion and Consumption 501 Born Again Consumers 502 Islamic Marketing 503

The Family Unit and Age Subcultures 504

Family Structure 504 Age Cohort 507

Place-Based Subcultures 517

Chapter Summary 519
Key Terms 520
Review 520
Consumer Behavior Challenge 520

Case Study Modern Family: How Brands Embrace Changing Household Structures 523

529



Cultural Systems 530

Dimensions of Culture 530
The Yin and Yang of Marketing and Culture 531
Cultural Movement 532
High and Low Culture 535
Cultural Formulae 536

Cultural Stories and Ceremonies 537

Myths 537 Rituals 539 Gift-Giving Ritual 544 Holiday Rituals 546

Sacred and Profane Consumption 549

Sacralization 550 Domains of Sacred Consumption 551 From Sacred to Profane, and Back Again 553

The Diffusion of Innovations 554

How Do We Decide to Adopt an Innovation? 555 Behavioral Demands of Innovations 556 What Determines If an Innovation Will Diffuse? 558

The Fashion System 559

Behavioral Science Perspectives on Fashion 560 Cycles of Fashion Adoption 564

Global Consumer Culture 565

It's a BRAND-New World 566
Does Global Marketing Work? 571

Chapter Summary 573 Key Terms 574 Review 575 Consumer Behavior Challenge 575

Case Study "Have a break, have a Kit Kat": Stop, Sit, and Break the Chocolate Wafer 577

Section 4 Data Case: Going Global with Juice 584

Appendix I: Careers in Consumer Research 588

Appendix II: Research Methods 590

Appendix III: Sources of Secondary Data 595

Glossary 597 Index 613