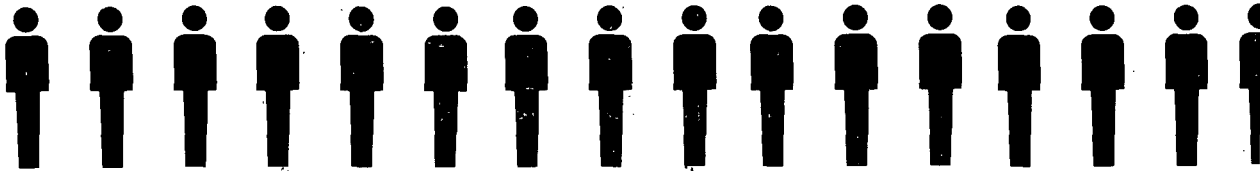


Essentials of Consumer Behavior

**Concepts and
Applications**

**Second
Edition**



Contents

Part 1 / Introduction to Consumer Behavior 1

1 Consumer Behavior:	
Scope and Contributions to Management Decisions	2
The Field of Consumer Behavior	6
Problems Common to the Study of Consumer Behavior	8
The Practical Importance of Studying Consumer Behavior	12
Developing a Conceptual Basis for Study	16
The Orderly Study of Human Behavior	18
Economic Perspectives of the Consumer	19
Consumer Analysis in Marketing	22
Case 1. Beetleboards	30
Case 2. Craigman Company	31
 2 Consumer Decision Processes	 36
Approaches to the Study of Consumer Behavior	38
Integrative-Comprehensive Models of Consumer Behavior	41
Using the Model to Explain Consumer Behavior	58
Case 1. Natural Light Beer	67
Case 2. The Electric Car	70
 3 Macro Perspectives of Consumer Behavior	 74
Demographics: Aging of the Population	77
Social Patterns: Changes in Women's Roles	81
Major Market Composition: The Young Single Adult	85
Attitudes and Public Opinion: A Longitudinal Study of Public Opinion and Attitudes toward Advertising	88

Case 1. Cal Design Construction	92
Case 2. Interpreting Consumer Views and Regulatory Actions toward Advertising	93

Part 2 / Environmental Influences on Consumer Behavior

4 Cultural Influences	98
The Nature of Culture	100
Basic Characteristics of Culture	102
Characteristics of Culture in the United States	105
Cross-Cultural Analysis of Consumer Behavior	111
The Nature of Subculture	119
Case 1. Electronic International	132
Case 2. The Ideal Auto	134

5 Social Class and Group Influences	142
Social Class Defined	144
Measurement of Social Class	147
Social Class Distribution in the United States	149
Effect of Social Class on Consumer Behavior	152
Social Groups	154
Types of Social Groups	155
Functions of Groups	156
Reference Groups	161
Case 1. Johnson Stores Incorporated	168
Case 2. The Tennis Shoe Market	170

6 The Family in Consumer Behavior	176
Family Forms	179
Family Influences on Individual Members	181
The Family as a Buying and Consuming Entity	188
Case 1. Vantage Machines, Incorporated	205
Case 2. The Eldercare Corporation	207

**Part 3 / Intrapersonal and Interpersonal
Determinants of Consumer Behavior** 211

7 Personality and Life-styles	212
Personality Theories in Consumer Behavior	213
Personality and Product Choice	222
Implications for Marketing Strategy	223
Marketing Applications of Personality Research	224
Life-style Concept	229
Forces Shaping American Life-styles	232
Application of the Life-style Concept	248
Case 1. Warner Communications, Inc.	257
Case 2. Homestead Bros.	259
 8 The Role of Learning	 264
The Study of Learning	267
Learning in Consumer Behavior	267
The Learning Process	272
The Components of the Learning Process	276
Further Notions from Learning Theory as Applied to Consumer Behavior	282
Case 1. The United States Department of the Treasury	289
Case 2. Subliminal Systems, Inc.	290
 9 Evaluative Criteria	 294
Variability in Evaluative Criteria	298
How Evaluative Criteria Are Formed	302
Evaluative Criteria Are Not Always What They "Ought" to Be	309
How Evaluative Criteria Can Be Identified	310
Other Practical Considerations in Focusing on Evaluative Criteria	312
Case 1. A Shift in Eating Habits	316
Case 2. The Medi-Diagno Clinic	318

10 Attitudes	322
The Meaning of Attitudes	324
Attitudes toward Alternatives: Expectancy-Value Models	329
Extending the Expectancy-Value Model	334
Implication for Marketing Strategy	337
Attitude Change Strategies	338
Foundations for Managing Attitude Change	340
Managing Attitude Change	345
Case 1. Budson Yogurt	355
Case 2. Great Midwestern Trade Bank	357

Part 4 / Consumer Decision Process: Analysis and Applications	363
--	-----

11 Problem Recognition	366
The Nature of Problem-Recognition Processes	368
Types of Problem-Recognition Processes	372
Unique Aspects of Problem-Recognition Processes	374
Marketing Implications of Problem Recognition	384
Measurement of Problem-Recognition Processes	385
Using Information on Problem-Recognition Processes: An Illustration	386
Attempts to Trigger Problem Recognition	388
Case 1. Albany Incorporated	391
Case 2. Stoko Company	394

12 Information Processing	400
The Foundation of Information Processing	403
The Dynamics of Information Processing	404
Exposure	405
Attention	406
Reception	413
Response	416
Controlling Information Processing	417

Case 1. Flame & Fume Watchman	426
Case 2. Metro Mobile Home Sales	429

13 Information Search 434

Search Defined	438
Search in the Decision Process	438
Internal Search	442
External Search	446
Case 1. Mutualco Life Insurance	466
Case 2. Midwest Advertising Agency Assembly	468

14 Immediate Choice Situation 472

Store Selection as a Purchasing Process	474
In-Store Purchasing Processes	483
Case 1. Booneville Mailback, Inc.	498
Case 2. Skatesite Parks	499

15 Choice and Its Outcomes 502

The Nature of Consumer Choice	504
The Effect of Unanticipated Circumstances on Consumer Choice	504
Understanding Unplanned Consumer Choice	508
Nonretail Store Consumer Choice	509
The Outcomes of Consumer Choice	510
Managerial Implications of the Outcomes of Consumer Choice	520
Case 1. Avon Products, Inc.	525
Case 2. Steady Mark, Incorporated	527

16 Choice Patterns 532

The Meaning of Brand Loyalty	535
Explaining Brand Loyalty	537
Understanding Brand Loyalty	538
Managerial Implications of Brand Loyalty	540
Importance of Understanding the Diffusion of Innovations	541

Elements of the Diffusion Process	545
Diffusion of Innovations and the Adoption Process	547
Identifying Innovativeness	554
Case 1. General Mills, Incorporated	560
Case 2. Imaginetix International, Inc.	563

Part 5 / Consumer Behavior in Perspective	567
--	------------

17 Evaluating the Use of Consumer Behavior Knowledge	568
Approaches to Regulation	570
Consumer Protection at the Federal Level	571
Consumer Protection at the State Level	578
Evaluating Consumer Protection Laws and Agency Actions	581
Voluntary Self-regulation	584
Personal Conviction and Ethics in the Marketplace	588
An Evaluation of Business Practices	589
Case 1. Darcolor Paints	595
Case 2. Consumers' Need for Information	597

18 Future Directions of Consumer Behavior	600
Consumer Behavior as a Field of Study	602
Examples of Emerging Applications	610
Sources of New Insight into Consumer Behavior	621
Case 1. The Changing Nature of Shopping Center Management	627
Case 2. The New Product Adventure	629

Glossary	633
-----------------	------------

Index	641
--------------	------------