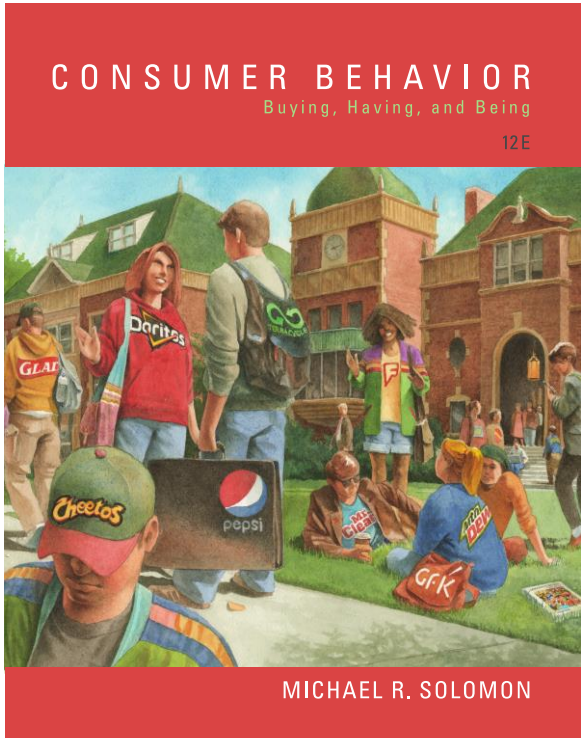
1
Buying, Having, and Being

CONSUMER BEHAVIOR, 12e

Michael R. Solomon



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Chapter Objectives

1. Consumer behavior is a process.
2. Marketers have to understand the wants and needs of different consumer segments.
3. Our choices as consumers relate in powerful ways to the rest of our lives.
4. Our motivations to consume are complex and varied.

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Chapter Objectives (Cont.)

5. Technology and culture create a new "always on" consumer.
6. Many different types of specialists study consumer behavior.
7. There are differing perspectives regarding how and what we should understand about consumer behavior.

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Learning Objective 1

Consumer behavior is a process.

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People in the marketplace

- Consumption Communities
- Market Segmentation Strategies

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What is Consumer Behavior?

The study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.

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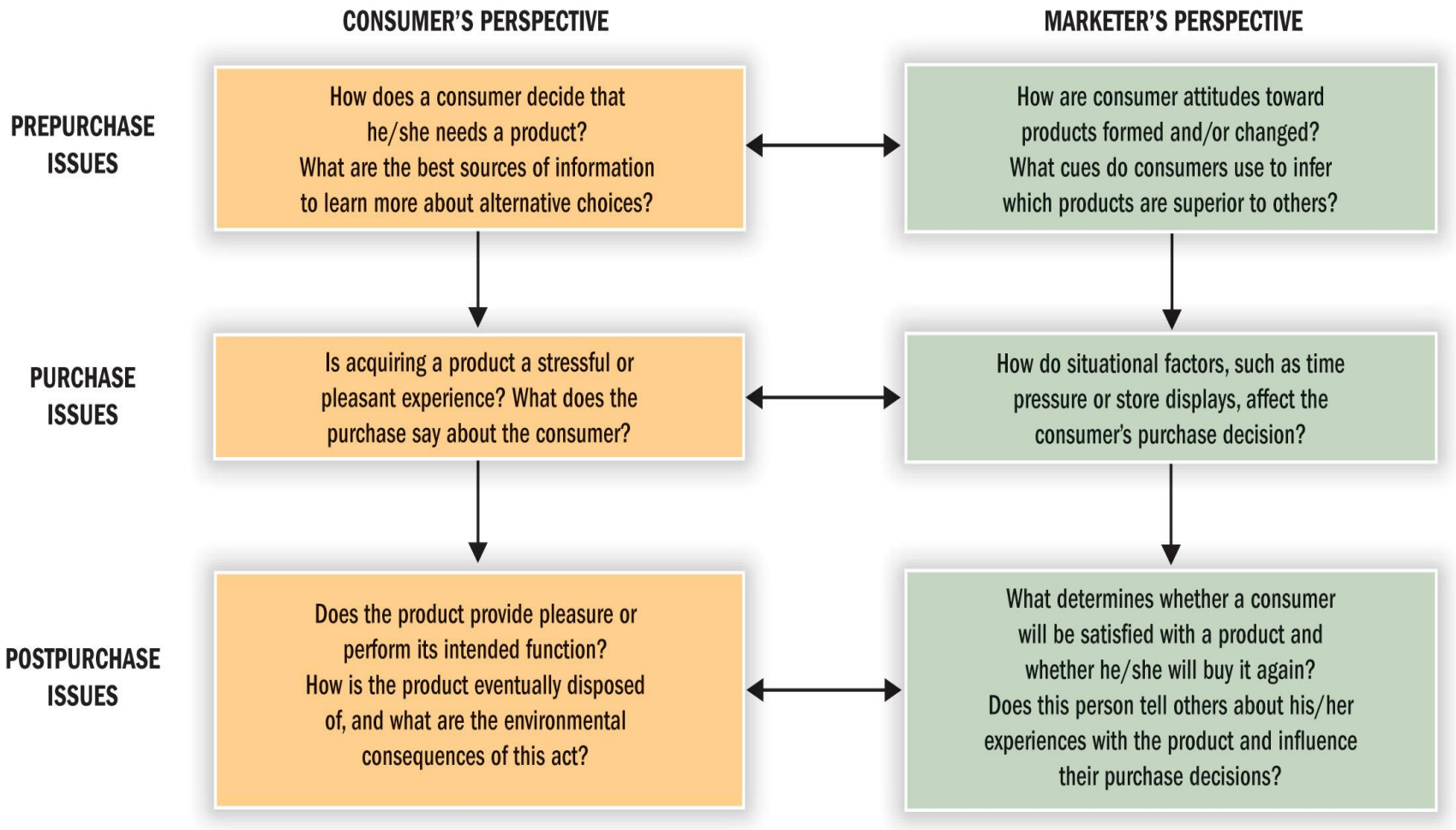
Figure 1.1
Stages in the Consumption Process



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For Reflection

- How do you decide that you need a product?
- What about a purchase makes it pleasant or stressful for you?
- When using the product, what determines if the experience is pleasant?

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Learning Objective 2

Marketers have to understand the wants and needs of different consumer segments.

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Consumers Are Different

- Heavy Users
- 80/20 Rule

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Segmenting Consumers: Demographics

Demographics:

- Age
- Gender
- Family structure
- Social class/income
- Race/ethnicity
- Geography
- Lifestyles

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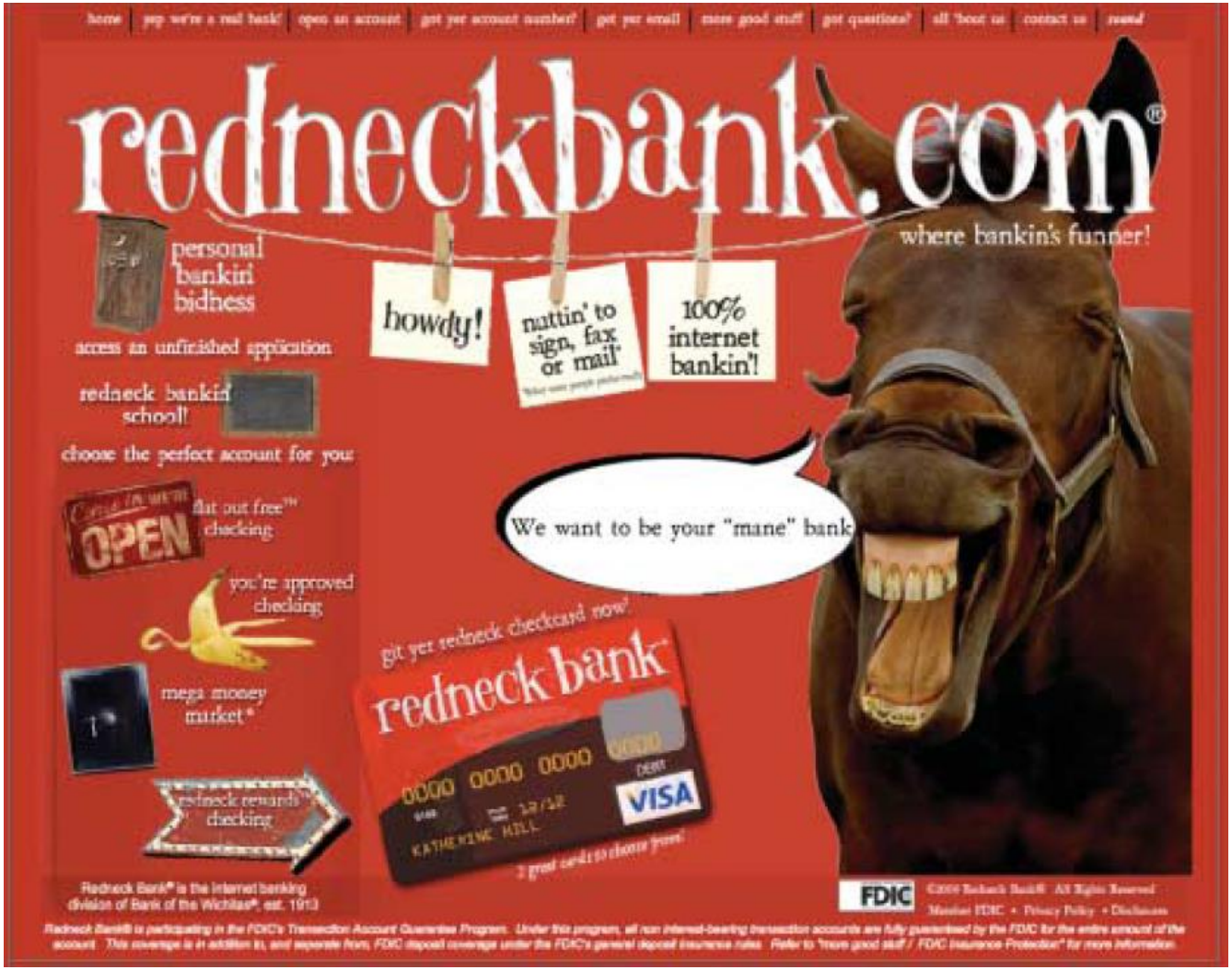
Redneck Bank Targets by Social Class



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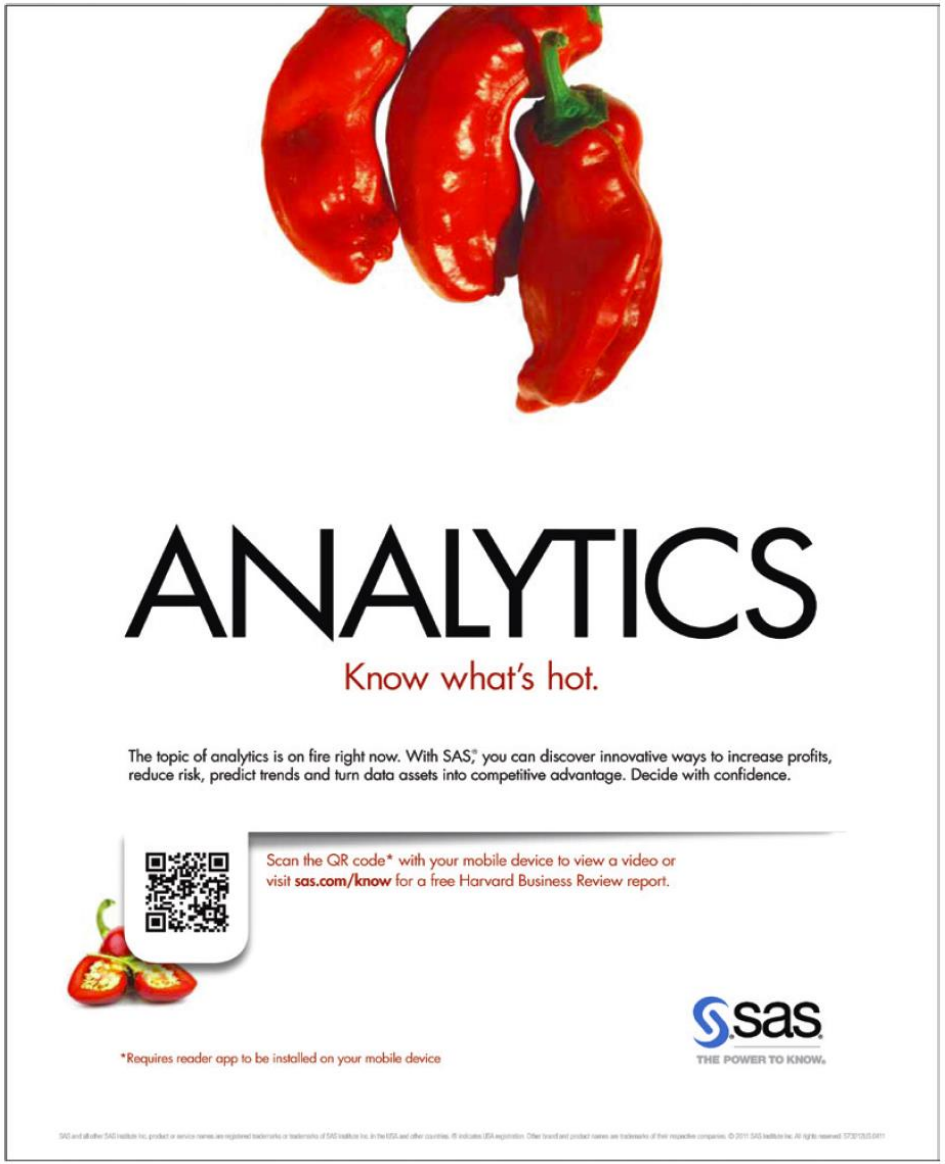
Big Data

- Database Marketing
- Relationship Marketing



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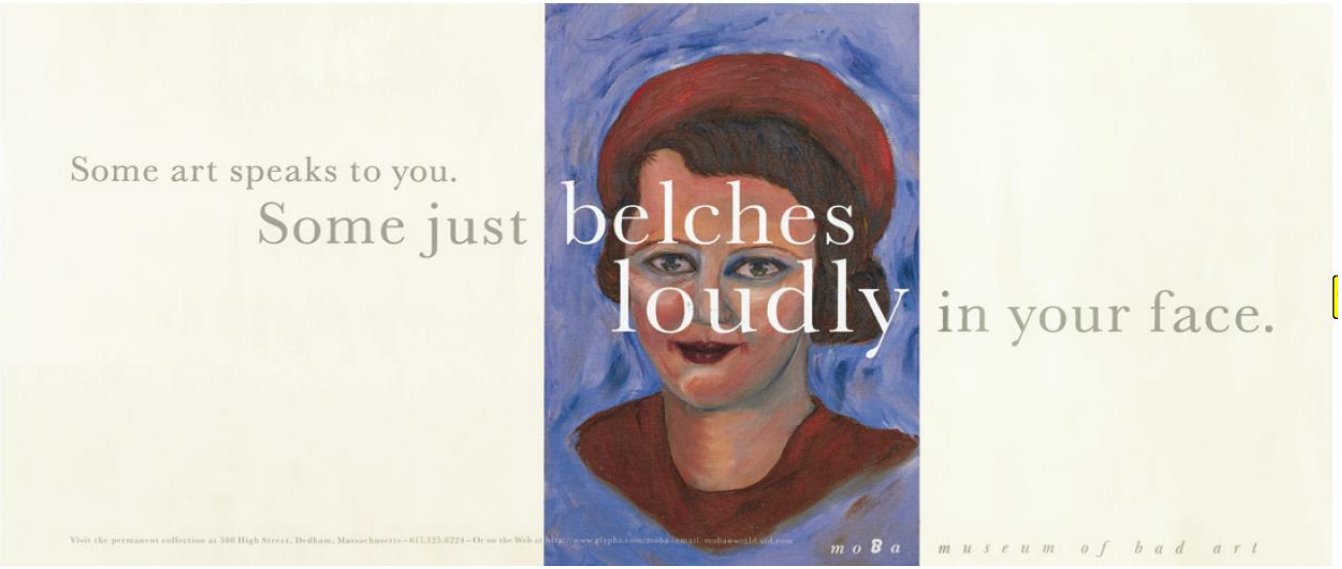
Learning Objective 3

Our choices as consumers relate in powerful ways to the rest of our lives.



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Popular Culture

- Music
- Movies
- Sports
- Books
- Celebrities
- Entertainment

Marketers influence preferences for movie and music heroes, fashions, food, and decorating choices.

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Consumer-Brand Relationships

- Role Theory
- Self-concept attachment
- Nostalgic attachment
- Interdependence
- Love

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For Reflection

- What kind of relationship do you have with your car?
- Do these feelings correspond to the types of relationships consumers may develop with products?
- How do these relationships affect your behavior?

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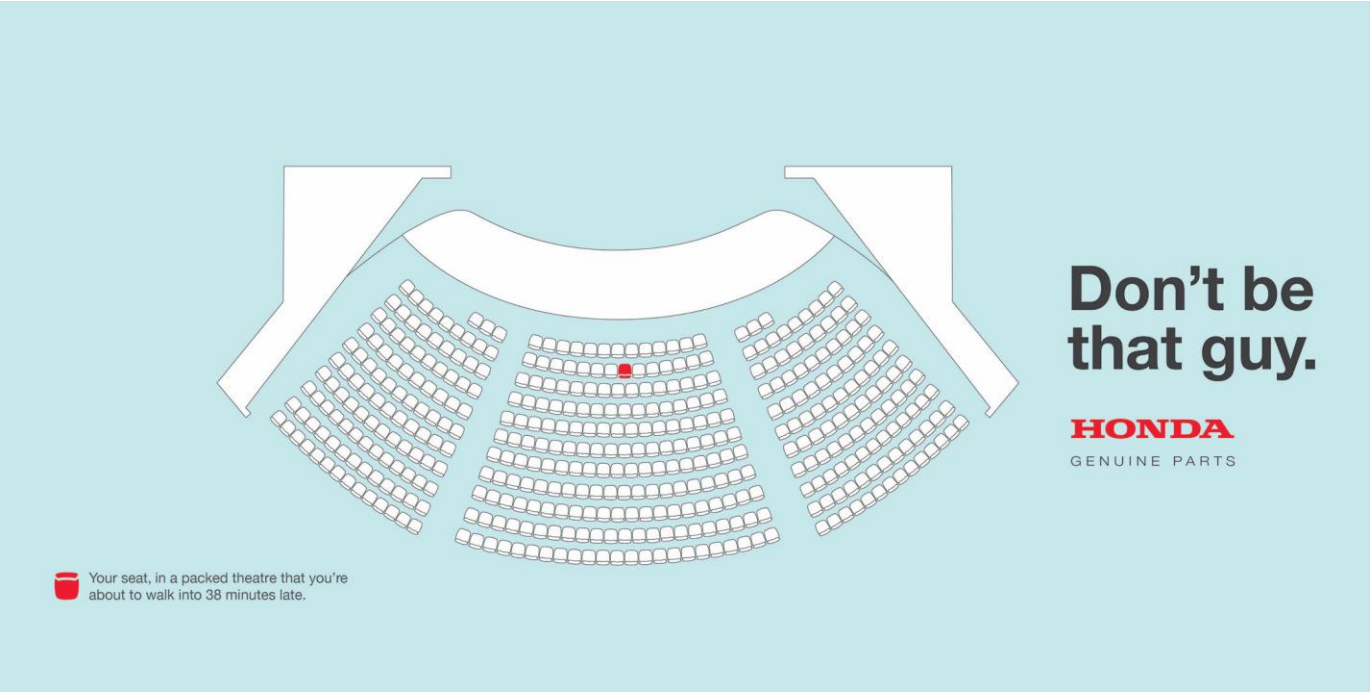
Learning Objective 4

Our motivations to consume are complex and varied.



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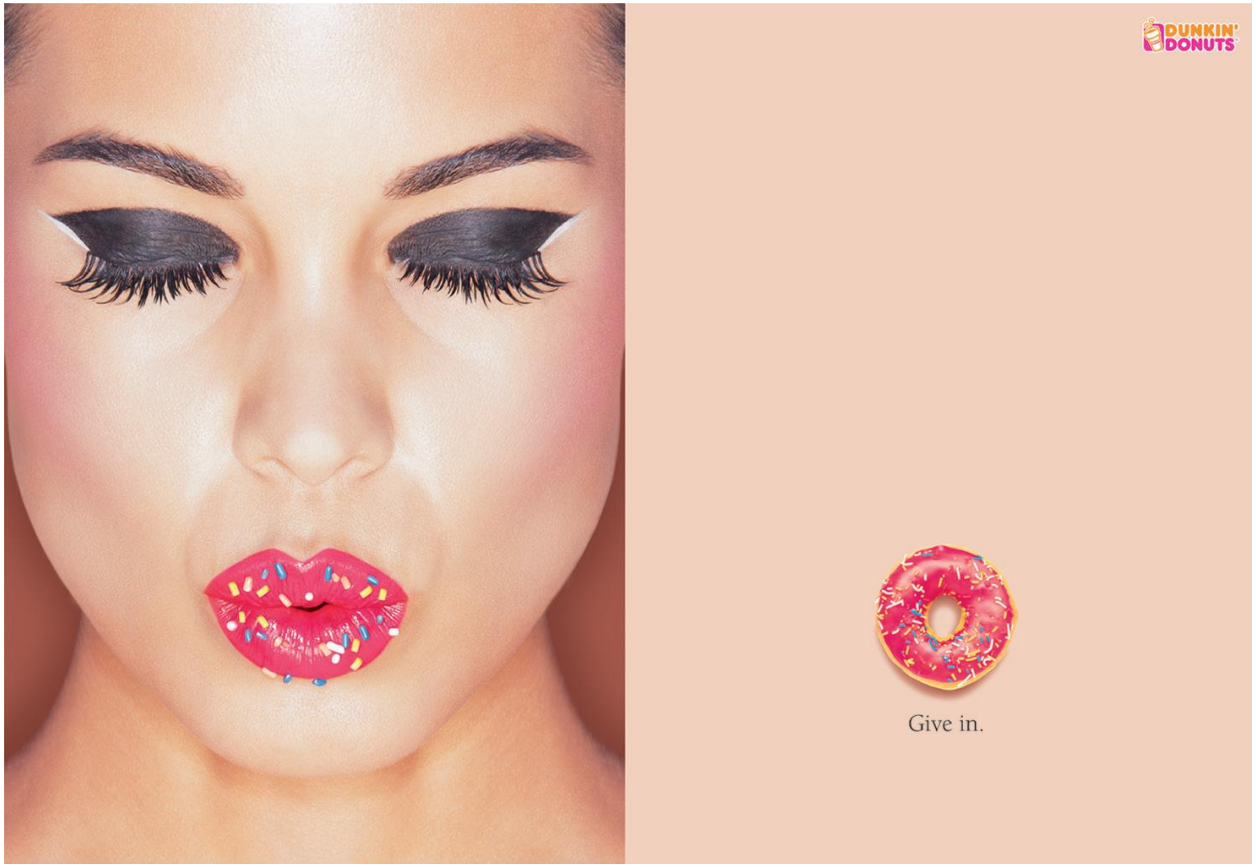
Motivation

- Need Vs. Want



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For Reflection

- Describe a need and a want you have and explain the motivation for the want.

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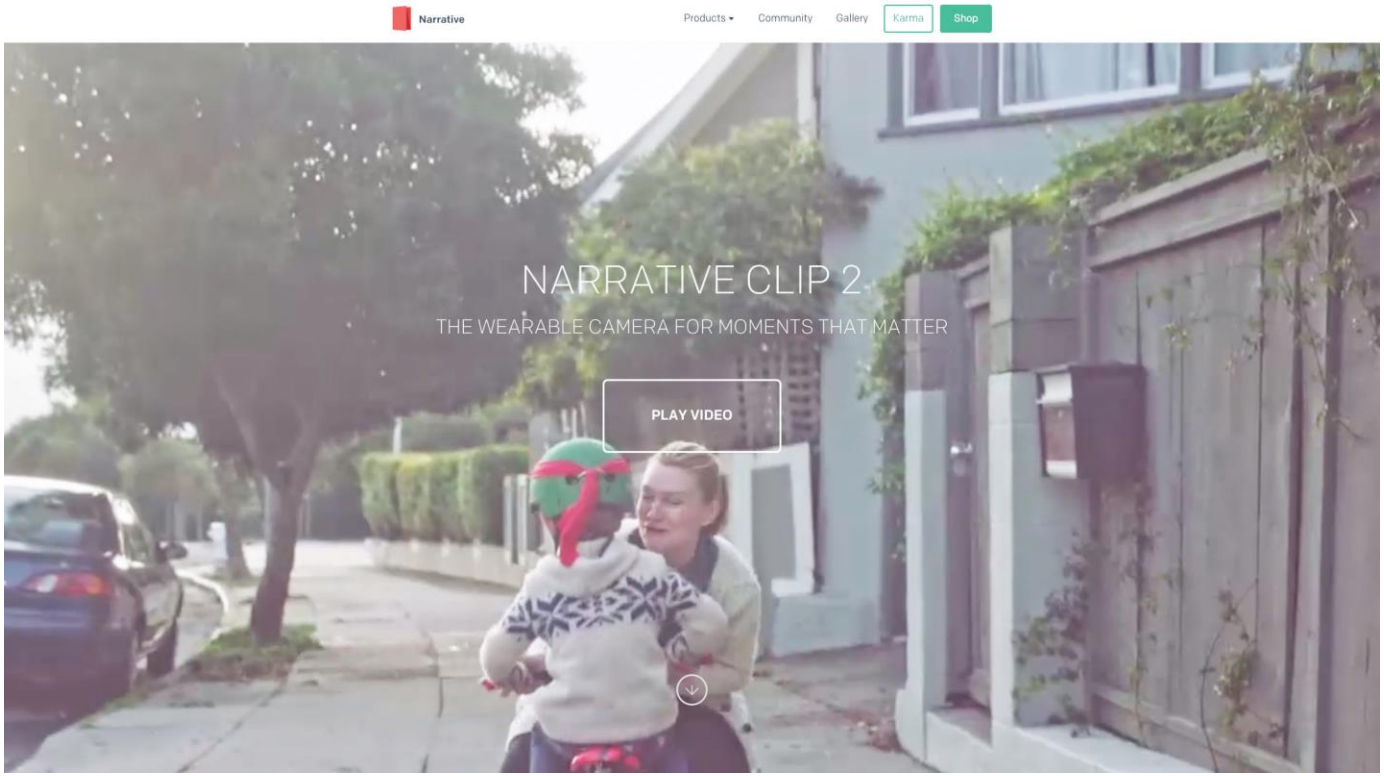
Learning Objective 5

Technology and culture create a new "always on" consumer.



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The Digital Native: Living a Social [Media] Life

- B2C e-commerce
- C2C e-commerce
- Digital Native
- Synchronous interactions
- Asynchronous interactions

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For Reflection

- How has your daily life changed because of social media?
- What does your virtual life look like?

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Learning Objective 6

Many specialists study consumer behavior.

TABLE 1.1 Interdisciplinary Research Issues in Consumer Behavior

Disciplinary Focus	Magazine Usage Sample Research Issues
Experimental Psychology: product role in perception, learning, and memory processes	How specific aspects of magazines, such as their design or layout, are recognized and interpreted; which parts of a magazine people are most likely to read.
Clinical Psychology: product role in psychological adjustment	How magazines affect readers' body images (e.g., do thin models make the average woman feel overweight?)
Microeconomics/Human Ecology: product role in allocation of individual or family resources	Factors influencing the amount of money a household spends on magazines.
Social Psychology: product role in the behavior of individuals as members of social groups	Ways that ads in a magazine affect readers' attitudes toward the products depicted; how peer pressure influences a person's readership decisions
Sociology: product role in social institutions and group relationships	Pattern by which magazine preferences spread through a social group (e.g., a sorority)
Macroeconomics: product role in consumers' relations with the marketplace	Effects of the price of fashion magazines and expense of items advertised during periods of high unemployment
Semiotics/Literary Criticism: product role in the verbal and visual communication of meaning	Ways in which underlying messages communicated by models and ads in a magazine are interpreted
Demography: product role in the measurable characteristics of a population	Effects of age, income, and marital status of a magazine's readers
History: product role in societal changes over time	Ways in which our culture's depictions of "femininity" in magazines have changed over time
Cultural Anthropology: product role in a society's beliefs and practices	Ways in which fashions and models in a magazine affect readers' definitions of masculine versus feminine behavior (e.g., the role of working women, sexual taboos)

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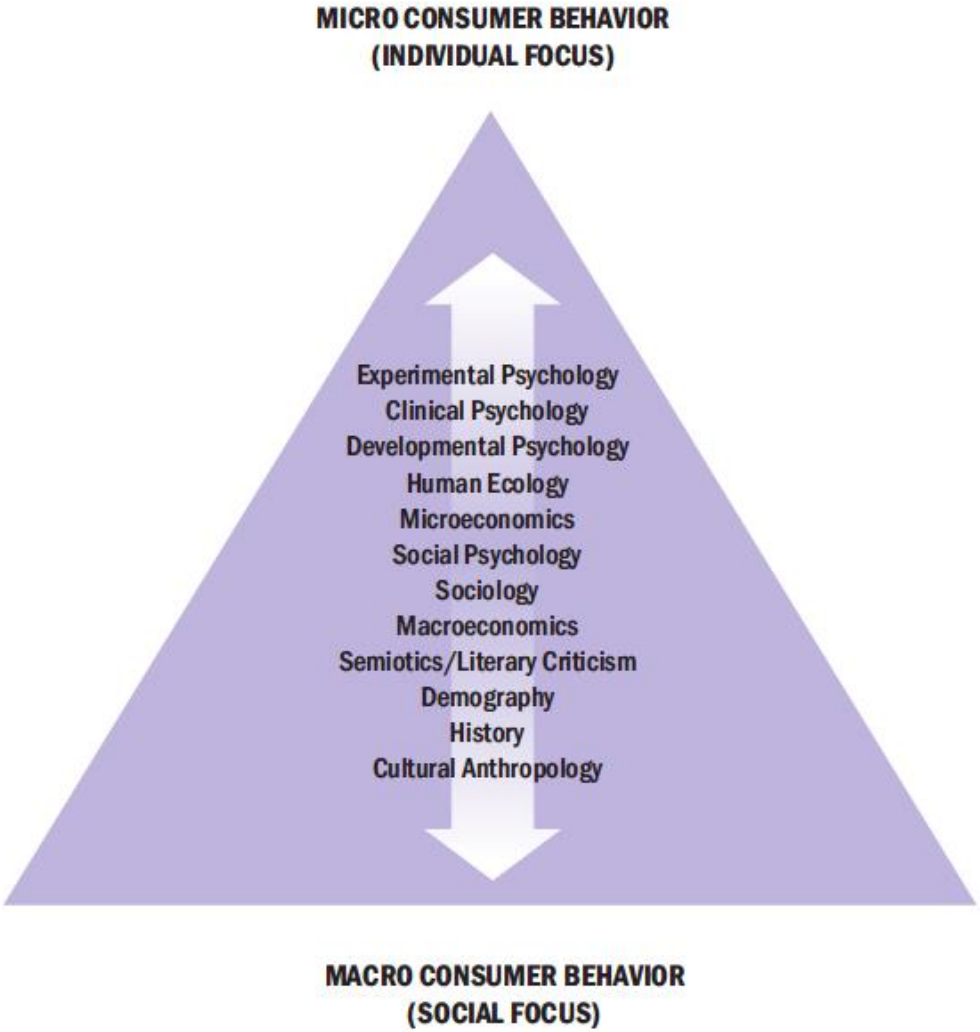
Figure 1.3 Disciplines in Consumer Research



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For Reflection

- Pick two of the disciplines shown in Figure 1.2. How would their approaches to the same marketing issue differ?

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Learning Objective 7

There are differing perspectives regarding how and what we should understand about consumer behavior.

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Positivist vs. Interpretivist

TABLE 1.2 Positivist versus Interpretivist Approaches to Consumer Behavior

Assumptions	Positivist Approach	Interpretivist Approach
nature of reality Goal	Objective, tangible Single Prediction	Socially constructed Multiple understanding
Knowledge generated	Time-free, context independent	Time-bound Context dependent
View of causality	Existence of real causes	Multiple, simultaneous shaping events
Research relationship	Separation between researcher and subject	Interactive, cooperative with researcher being part of phenomenon under study

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For Reflection

- How do you think the two paradigms of consumer research affect the choices marketers make in targeting consumer segments?

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