Contents

About the Author 11
New to this Edition! 13
Preface 15
Acknowledgments 21

Section 1 • Foundations of Consumer Behavior 25

Chapter 1 • Buying, Having, and Being: An Introduction to Consumer Behavior 26

Consumer Behavior: People in the Marketplace 27

What Is Consumer Behavior? 28
Consumer Behavior Is a Process 29

Consumers’ Impact on Marketing Strategy 30
Consumers Are Different! How We Divide Them Up 30
Segmenting by Behavior: Welcome to Big Data 33

Marketing’s Impact on Consumers 35
Popular Culture Is Marketing Is Popular Culture . . . 36
All the World’s a Stage 37
What Does It Mean to Consume? 38
What Do We Need—Really? 41
How We Classify Consumer Needs 42
The Global “Always On” Consumer 45
The Digital Native: Living a Social [Media] Life 45

Consumer Behavior as a Field of Study 48
Where Do We Find Consumer Researchers? 48
Interdisciplinary Influences on the Study of Consumer Behavior 48
Two Perspectives on Consumer Research 51
Should Consumer Research Have an Academic or an Applied Focus? 52

Taking It from Here: The Plan of the Book 52

Chapter 2 • Decision Making and Consumer Behavior 58

What’s Your Problem? 59
Consumer Involvement 61
Types of Involvement 63

Cognitive Decision Making 69
Steps in the Cognitive Decision-Making Process 69

Habitual Decision Making 80
Priming and Nudging 81
Decision-Making Biases and Shortcuts 81
Heuristics: Mental Shortcuts 84

Affective Decision Making 85
Emotions and Consumption 86
Positive Affect 88
Negative Affect 88
How Social Media Tap into Our Emotions 89

Chapter Summary 90
Key Terms 91
Review 92
Consumer Behavior Challenge 92
Case Study 94
Notes 95

Chapter 3 • Cultural Influences on Consumer Decision Making 100

Cultural Systems 102
Cultural Values 102
Core Values 103
How Do Values Link to Consumer Behavior? 105

The Yin and Yang of Marketing and Culture 107
Cultural Movement 108
High and Low Culture 112
Cultural Formulae 113

Reality Engineering 115
Product Placement 117
Advergaming 118