Consumer Behavior

Building Marketing Strategy

TWELFTH EDITION

Del I. Hawkins

University of Oregon

David L. Mothersbaugh

University of Alabama

Project Manager and Ancillaries

Linda L. Mothersbaugh Integrated Solutions, LLC



Contents

Internal Influences (Part Three) 25

Consumer Decision Process (Part Four) 26

Organizations (Part Five) and Regulation (Part Six) 27

Self-Concept and Lifestyle 26

DDB Life Style Study™ Data Analyses xvi	The Meaning of Consumption 27 Summary 29
Part One Introduction 2	Part Two External Influences 34
CHAPTER ONE	
Consumer Behavior and Marketing Strategy 4 Applications of Consumer Behavior 8 Marketing Strategy 8	CHAPTER TWO Cross-Cultural Variations in Consumer Behavior 36 The Consent of Culture 40
Regulatory Policy 8 Social Marketing 8	The Concept of Culture 40 Variations in Cultural Values 42
Informed Individuals 9 Marketing Strategy and Consumer Behavior 9	Other-Oriented Values 43 Environment-Oriented Values 48
Market Analysis Components 11 The Consumers 12 The Company 12 The Competitors 12 The Conditions 13	Self-Oriented Values 50 Cultural Variations in Nonverbal Communications 52 Time 53 Space 55
Market Segmentation 13 Product-Related Need Sets 14 Customers with Similar Need Sets 15 Description of Each Group 16	Symbols 56 Relationships 56 Agreements 58 Things 58 Etiquette 58
Attractive Segment(s) to Serve 16 Marketing Strategy 17 The Product 17 Communications 18 Price 19 Distribution 20 Service 20	Conclusions on Nonverbal Communications 59 Global Cultures 60 A Global Youth Culture? 60 Global Demographics 62 Cross-Cultural Marketing Strategy 64
Consumer Decisions 20 Outcomes 21 Firm Outcomes 21 Individual Outcomes 22	Considerations in Approaching a Foreign Market 65 Summary 68
Society Outcomes 23 The Nature of Consumer Behavior 24 External Influences (Part Two) 24	CHAPTER THREE The Changing American Society: Values 76

Changes in American Cultural Values 78

Environment-Oriented Values 83

Self-Oriented Values 78

Other-Oriented Values 87

Marketing Strategy and Values 89	Asian Americans 165
Green Marketing 89	Consumer Segments and Characteristics 167
Cause-Related Marketing 90	Marketing to Asian Americans 167
Marketing to Gay and Lesbian Consumers 92	Native Americans 169
Gender-Based Marketing 95	Asian-Indian Americans 170
Summary 100	Arab Americans 170
•	Religious Subcultures 171
CHAPTER FOUR	Christian Subcultures 171
The Changing American Society:	Non-Christian Subcultures 174
Demographics and Social Stratification 108	Regional Subcultures 176
	Summary 177
Demographics 110 Population Size and Distribution 110	
Occupation 112	CHAPTER SIX
Education 112	The American Society: Families
Income 114	and Households 184
Age 115	TI N
Understanding American Generations 118	The Nature and Influence of American Households 186
Pre-Depression Generation 118	The Influence of Households 186
Depression Generation 119	Types of Households 187
Baby Boom Generation 121	The Household Life Cycle 189
Generation X 122	Marketing Strategy Based on the Household Life Cycle 197
Generation Y 125	Family Decision Making 198
Generation Z 126	The Nature of Family Purchase Roles 199
Social Stratification 129	Determinants of Family Purchase Roles 201
Social Structure in the United States 130	Conflict Resolution 203
Upper Americans 130	Marketing Strategy and Family Decision Making 203
Middle Americans 133	Consumer Socialization 204
Lower Americans 135	The Ability of Children to Learn 204
The Measurement of Social Class 137	The Content of Consumer Socialization 205
Social Stratification and Marketing Strategy 138	The Process of Consumer Socialization 206
Summary 140	The Supermarket as a Classroom 207
-	Marketing to Children 208
CHAPTER FIVE	Summary 209
The Changing American Society:	
Subcultures 148	CHAPTER SEVEN
	Group Influences on Consumer
The Nature of Subcultures 150	Behavior 216
Ethnic Subcultures 151 African Americans 153	
	Types of Groups 218
Consumer Segments and Characteristics 154	Consumption Subcultures 219
Media Usage 154	Brand Communities 221
Marketing to African Americans 156	Online Communities and Social Networks 223
Hispanics 158	Reference Group Influences on the Consumption Process 225
Acculturation, Language, and Generational Influences 159	The Nature of Reference Group Influence 225
Marketing to Hispanics 162	Degree of Reference Group Influence 223
numering to Hispanics 102	Degree of Reference Group Injudice 227

Contents

Marketing Strategies Based on Reference Group	Interpretation 287
Influences 228	Individual Characteristics 288 Situational Characteristics 290
Personal Sales Strategies 229	
Advertising Strategies 229 Communications within Groups and Opinion	Stimulus Characteristics 290
Leadership 230	Consumer Inferences 293 Perception and Marketing Strategy 295 Retail Strategy 295 Brand Name and Logo Development 296 Media Strategy 298 Advertisements 299
Situations in Which WOM and Opinion Leadership Occur 233	
Characteristics of Opinion Leaders 235	
Marketing Strategy, WOM, and Opinion Leadership 236	
Diffusion of Innovations 239	Package Design and Labeling 299
Categories of Innovations 239	Summary 300
Diffusion Process 243	OHADTED MINE
Marketing Strategies and the Diffusion Process 247	CHAPTER NINE
Summary 248	Learning, Memory, and Product Positioning 310
PART TWO CASES	Nature of Learning and Memory 312
Case 2–1 BMW Taps the Emerging Chinese Luxury Market 256	Memory's Role in Learning 313
Case 2-2 The Crest Whitestrips Challenge 257	Short-Term Memory 313
Case 2–3 Camry Goes Interactive to Attract Black Women 259	Long-Term Memory 315 Learning Under High and Low Involvement 319 Conditioning 320 Cognitive Learning 324
Case 2–4 How Social Media Nearly Brought Down United Airlines 260	
Case 2-5 Rich, Angry Birds 262	Learning to Generalize and Differentiate 325
Case 2-6 Ready Cleats Stick-On Golf Cleats 264	Summary of Learning Theories 326
Case 2–7 Tide Goes After Green with New Pods 264	Learning, Memory, and Retrieval 327 Strength of Learning 328
Case 2–8 Tapping the Ethnic Housing Market 266	Memory Interference 333 Response Environment 335
	Brand Image and Product Positioning 335
	Brand Image 335
Part Three	Product Positioning 336
Internal Influences 268	Product Repositioning 338
	Brand Equity and Brand Leverage 339
CHAPTER EIGHT	Summary 342
Perception 270	
The Nature of Perception 272 Exposure 273	CHAPTER TEN Motivation, Personality, and Emotion 350
Selective Exposure 273	•
Voluntary Exposure 276	The Nature of Motivation 352
Attention 277	Maslow's Hierarchy of Needs 352
Stimulus Factors 278	McGuire's Psychological Motives 353
Individual Factors 284	Motivation Theory and Marketing Strategy 358
Situational Factors 285	Discovering Purchase Motives 359
Nonfocused Attention 285	Marketing Strategies Based on Multiple Motives 360

Motivation and Consumer Involvement 361

Marketing Strategies Based on Motivation Conflict 361
Marketing Strategies Based on Regulatory Focus 362
Personality 363
Multitrait Approach 365
Single-Trait Approach 365
The Use of Personality in Marketing Practice 366
Communicating Brand Personality 367
Emotion 368
Types of Emotions 369
Emotions and Marketing Strategy 370
Emotion Arousal as a Product and Retail Benefit 370
Emotion Reduction as a Product and Retail Benefit 371
Consumer Coping in Product and Service Encounters 371
Emotion in Advertising 372
Summary 374
CHAPTER ELEVEN Attitudes and Influencing Attitudes 382
Attitude Components 384
Cognitive Component 384
Cognitive Component 384 Affective Component 387
Affective Component 387
Affective Component 387 Behavioral Component 389
Affective Component 387 Behavioral Component 389 Component Consistency 390
Affective Component 387 Behavioral Component 389 Component Consistency 390 Attitude Change Strategies 392
Affective Component 387 Behavioral Component 389 Component Consistency 390 Attitude Change Strategies 392 Change the Cognitive Component 392
Affective Component 387 Behavioral Component 389 Component Consistency 390 Attitude Change Strategies 392
Affective Component 387 Behavioral Component 389 Component Consistency 390 Attitude Change Strategies 392 Change the Cognitive Component 392 Change the Affective Component 393 Change the Behavioral Component 394 Individual and Situational Characteristics That Influence
Affective Component 387 Behavioral Component 389 Component Consistency 390 Attitude Change Strategies 392 Change the Cognitive Component 392 Change the Affective Component 393 Change the Behavioral Component 394 Individual and Situational Characteristics That Influence Attitude Change 395
Affective Component 387 Behavioral Component 389 Component Consistency 390 Attitude Change Strategies 392 Change the Cognitive Component 392 Change the Affective Component 393 Change the Behavioral Component 394 Individual and Situational Characteristics That Influence
Affective Component 387 Behavioral Component 389 Component Consistency 390 Attitude Change Strategies 392 Change the Cognitive Component 392 Change the Affective Component 393 Change the Behavioral Component 394 Individual and Situational Characteristics That Influence Attitude Change 395 Cue Relevance and Competitive Situation 396
Affective Component 387 Behavioral Component 389 Component Consistency 390 Attitude Change Strategies 392 Change the Cognitive Component 392 Change the Affective Component 393 Change the Behavioral Component 394 Individual and Situational Characteristics That Influence Attitude Change 395 Cue Relevance and Competitive Situation 396 Consumer Resistance to Persuasion 397
Affective Component 387 Behavioral Component 389 Component Consistency 390 Attitude Change Strategies 392 Change the Cognitive Component 392 Change the Affective Component 393 Change the Behavioral Component 394 Individual and Situational Characteristics That Influence Attitude Change 395 Cue Relevance and Competitive Situation 396 Consumer Resistance to Persuasion 397 Communication Characteristics That Influence Attitude
Affective Component 387 Behavioral Component 389 Component Consistency 390 Attitude Change Strategies 392 Change the Cognitive Component 392 Change the Affective Component 393 Change the Behavioral Component 394 Individual and Situational Characteristics That Influence Attitude Change 395 Cue Relevance and Competitive Situation 396 Consumer Resistance to Persuasion 397 Communication Characteristics That Influence Attitude Formation and Change 397
Affective Component 387 Behavioral Component 389 Component Consistency 390 Attitude Change Strategies 392 Change the Cognitive Component 392 Change the Affective Component 393 Change the Behavioral Component 394 Individual and Situational Characteristics That Influence Attitude Change 395 Cue Relevance and Competitive Situation 396 Consumer Resistance to Persuasion 397 Communication Characteristics That Influence Attitude Formation and Change 397 Source Characteristics 397
Affective Component 387 Behavioral Component 389 Component Consistency 390 Attitude Change Strategies 392 Change the Cognitive Component 392 Change the Affective Component 393 Change the Behavioral Component 394 Individual and Situational Characteristics That Influence Attitude Change 395 Cue Relevance and Competitive Situation 396 Consumer Resistance to Persuasion 397 Communication Characteristics That Influence Attitude Formation and Change 397 Source Characteristics 397 Appeal Characteristics 402
Affective Component 387 Behavioral Component 389 Component Consistency 390 Attitude Change Strategies 392 Change the Cognitive Component 392 Change the Affective Component 393 Change the Behavioral Component 394 Individual and Situational Characteristics That Influence Attitude Change 395 Cue Relevance and Competitive Situation 396 Consumer Resistance to Persuasion 397 Communication Characteristics That Influence Attitude Formation and Change 397 Source Characteristics 397 Appeal Characteristics 402 Message Structure Characteristics 405 Market Segmentation and Product Development Strategies
Affective Component 387 Behavioral Component 389 Component Consistency 390 Attitude Change Strategies 392 Change the Cognitive Component 392 Change the Affective Component 393 Change the Behavioral Component 394 Individual and Situational Characteristics That Influence Attitude Change 395 Cue Relevance and Competitive Situation 396 Consumer Resistance to Persuasion 397 Communication Characteristics That Influence Attitude Formation and Change 397 Source Characteristics 397 Appeal Characteristics 402 Message Structure Characteristics 405 Market Segmentation and Product Development Strategies Based on Attitudes 407

CHAPTER TWELVE

Self-Concept and Lifestyle 418

Self-Concept 420

Independent/Interdependent Self-Concepts 420 Possessions and the Extended Self 421 Measuring Self-Concept 424

Using Self-Concept to Position Products 424

Marketing Ethics and the Self-Concept 425

The Nature of Lifestyle 427

Measurement of Lifestyle 428

General versus Specific Lifestyle Schemes 428

The VALSTM System 430

The VALSTM Segments 432

Geo-Lifestyle Analysis (NIELSEN PRIZM®) 434

PRIZM Social and Life Stage Groups 434

Sample PRIZM Segments 435

An Application of PRIZM 436

International Lifestyles 436

Summary 437

■ PART THREE CASES

Case 3-1 Patagonia's Eco-Fashion Push 444

Case 3-2 Domino's Reformulation 447

Case 3–3 Jack Link's Beef Jerky Going Hip and Healthy 448

Case 3-4 Clorox Green Works Line 449

Case 3–5 Is Your Dog a Cheesehead? Targeting the Premium Pet Market 451

Case 3–6 Lancôme Luxury Skincare Line for Men Gets the Axe: Ubersexuals and the Changing Male Landscape 452

Case 3-7 Positioning the Yaris 455

Case 3-8 Dell Takes an Emotional Approach 456

Case 3–9 Campbell's Targets Growing Male Grocery Shoppers 457

Part Four Consumer Decision Process 460

CHAPTER THIRTEEN

Situational Influences 462

The Nature of Situational Influence 464

The Communications Situation 464

The Purchase Situation 465

The Usage Situation 466

The Disposition Situation 467

Situational Characteristics and Consumption Behavior 467	Marketing Strategies Based on Information Search Patterns 531
Physical Surroundings 467	Maintenance Strategy 531
Social Surroundings 471	Disrupt Strategy 531
Temporal Perspectives 473	Capture Strategy 532
Task Definition 474	Intercept Strategy 533
Antecedent States 475	Preference Strategy 533
Ritual Situations 477	Acceptance Strategy 534
Situational Influences and Marketing Strategy 478	Summary 535
Summary 481	Summary 333
CHAPTER FOURTEEN	CHAPTER SIXTEEN
Consumer Decision Process and Problem	Alternative Evaluation and Selection 542
Recognition 488	Consumer Choice and Types of Choice Process 544
Types of Consumer Decisions 490	Types of Consumer Choice Processes 545
Nominal Decision Making 491	Evaluative Criteria 548
Limited Decision Making 492	Nature of Evaluative Criteria 549
Extended Decision Making 493	Measurement of Evaluative Criteria 551
The Process of Problem Recognition 493	Individual Judgment and Evaluative Criteria 553
The Nature of Problem Recognition 494	Accuracy of Individual Judgments 553
Types of Consumer Problems 496	Use of Surrogate Indicators 554
Uncontrollable Determinants of Problem Recognition 497	The Relative Importance and Influence of Evaluative
Marketing Strategy and Problem Recognition 498	Criteria 555
Discovering Consumer Problems 499	Evaluative Criteria, Individual Judgments,
Responding to Consumer Problems 501	and Marketing Strategy 555
Helping Consumers Recognize Problems 502	Decision Rules for Attribute-Based Choices 556
Suppressing Problem Recognition 505	Conjunctive Decision Rule 557
C 505	Disjunctive Decision Rule 558
Summary 505	Elimination-by-Aspects Decision Rule 559
	Lexicographic Decision Rule 560
CHAPTER FIFTEEN	Compensatory Decision Rule 561
Information Search 510	Summary of Decision Rules 563
The Nature of Information Search 512	Summary 565
Types of Information Sought 512	
Evaluative Criteria 513	CHAPTER SEVENTEEN
Appropriate Alternatives 513	Outlet Selection and Purchase 572
Alternative Characteristics 516	The Evolving Retail Scene 574
Sources of Information 516	Internet Retailing 575
Internet Search 517	Store-Based Retailing 577
Mobile Search 523	The Internet as Part of a Multi-Channel
Marketing Strategy and Mobile Search 524	Strategy 580
Amount of External Information Search 525	Mobile as Part of an Omni-Channel Strategy 582
Costs versus Benefits of External Search 527	Attributes Affecting Retail Outlet Selection 583
Market Characteristics 528	Outlet Image 583
Product Characteristics 529	Retailer Brands 585
Consumer Characteristics 529	Retail Advertising 586
Situation Characteristics 530	Outlet Location and Size 588

Consumer Characteristics and Outlet Choice 589

Perceived Risk 589

Shopping Orientation 590	Case 4–8 Albertsons Ditches Self-Checkout in Favor of
In-Store and Online Influences on Brand Choices 591	Human Contact 653
The Nature of Unplanned Purchases 592	
Point-of-Purchase Materials 594	Part Five
Price Reductions and Promotional Deals 595	Organizations as Consumers 656
Outlet Atmosphere 596	organizations do consumero cos
Stockouts 598	CHAPTER NINETEEN
Website Functioning and Requirements 598	Organizational Buyer Behavior 658
Mobile and Mobile Apps 599	Organizational Purchase Process 660
Sales Personnel 599	Organizational Purchase Process 660 Decision-Making Unit 660
Purchase 600	Purchase Situation 662
Summary 601	
	Steps in the Organizational Decision Process 664
CHAPTER EIGHTEEN Postpurchase Processes, Customer	The Internet's Role in the Organizational Decision Process 670
Satisfaction, and Customer	Organizational Culture 670
Commitment 610	External Factors Influencing Organizational Culture 671
	Firmographics 671
Postpurchase Dissonance 612	Culture/Government 674
Product Use and Nonuse 614	Reference Groups 674
Product Use 614	Internal Factors Influencing Organizational Culture 676
Product Nonuse 615	Organizational Values 676
Disposition 617	Perception 676
Product Disposition and Marketing Strategy 618	Learning 678
Purchase Evaluation and Customer Satisfaction 620	Motives and Emotions 678
The Evaluation Process 620	Organizational Buyer Segments and Marketing
Dissatisfaction Responses 623	Strategy 678
Marketing Strategy and Dissatisfied	Summary 681
Consumers 624	PART FIVE CASES
Customer Satisfaction, Repeat Purchases, and Customer Commitment 626	Case 5-1 RAEX LASER Steel 687
Repeat Purchasers, Committed Customers,	Case 5-2 Paccar - More Than Shiny Trucks 688
and Profits 629	
Repeat Purchasers, Committed Customers,	Part Six
and Marketing Strategy 632	Consumer Behavior and Marketing
Summary 635	Regulation 690
Part Four Cases	CHARTER THENTY
Case 4-1 Sears Ventures into Social Media to Tap the	CHAPTER TWENTY
Cool Factor 644	Marketing Regulation and Consumer
Case 4–2 Adidas 1 — Ahead of Its Time? 645	Behavior 692
Case 4–3 Target Resists the Christmas Creep 646	Regulation and Marketing to Children 694
Case 4–4 Netflix Continues to Change the Face of In-Home Movies Around the Globe 648	Concerns about the Ability of Children to Comprehend Commercial Messages 695
Case 4-5 Hyundai's Turnaround 650 .	Concerns about the Effects of the Content of Commercial
Case 4-6 Vespanomics 651	Messages on Children 697

Case 4-7 Creating a Loyalty Program at Things Remembered 652

Case 4-8 Albertsons Ditches Self-Checkout in Favor of

Controversial Marketing Activities Aimed at
Children 699
Children's Online Privacy Issues 701
Regulation and Marketing to Adults 702
Consumer Privacy 702
Marketing Communications 704
Product Issues 710
Pricing Issues 711
Summary 711

PART SIX CASES

Case 6–1 Abercrombie Sells Ashley Push-Up Triangle Bikini Tops to Tweens 717 Case 6–2 Children's Online Privacy Protection 718 Appendix A Consumer Research Methods 720 Appendix B Consumer Behavior Audit 731 Photo Credits 737