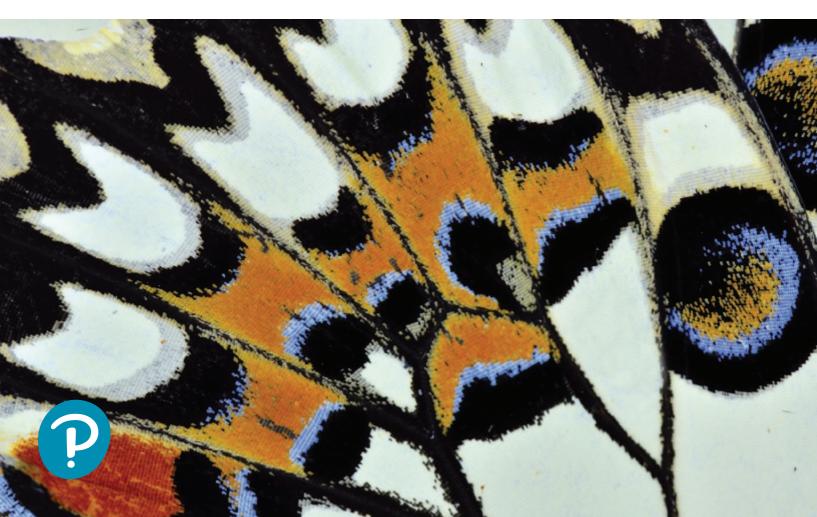


# Consumer Behavior

TWELFTH EDITION

Leon G. Schiffman Joe Wisenblit



# **Consumer Behavior**

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# **Consumer Behavior**

### **Twelfth Edition**

**Global Edition** 

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To Elaine, David, and Nikki Schiffman; Alan Sherman; Janet and Larry Cohen; Dana and Bradley Sherman; Melissa and Rob Slominsky; and Allison, Noah, Reid, Jordyn, Emily, Blake, and Grey.

Leon Schiffman

To my niece, Maya, and nephews Daniel, Eli, and Saul Wegarzyn.

Joe Wisenblit

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# Preface

### New to This Edition

Following is a list of the significant chapter-by-chapter updates to the 12th edition of the text:

#### Chapter 1: Consumer Behavior and Technology

- Technology enriches the value exchange between consumers and marketers
- More sophisticated consumers and flexible buying channels and pricing
- Customized advertising and targeting
- Interactive communications
- New media and optimal targeting
- Stronger customer retention

#### Chapter 2: Market Segmentation and Real-Time Bidding

- Targeting impressions optimizes marketers' resources
- Predictive analytics and behavioral biometrics
- Ad exchanges and the application programing interface
- The dynamics of real-time bidding
- Cross-channel campaigns

#### Chapter 3: Consumer Motivation and Personality

- Technology serves consumers' needs
- Technology reshapes some needs
- New section on the impact of hidden motives
- Expanded narrative about personality traits

#### Chapter 4: Consumer Perception and Positioning

- Technology enables astute positioning
- Perceptions of social media
- Discerning more complex perceptions
- Technology and perceived risk

#### Chapter 5: Consumer Learning

- Technology and decision-making
- More complex information processing
- Involvement and customized messages
- Increasingly diverse measures of brand loyalty

#### Chapter 6: Consumer Attitude Formation and Change

- Multi-attribute attitude models and advanced media
- Social media and attitude formation
- Customized communications and changing attitudes
- Enhanced discussion of attribution theory

#### Chapter 7: Persuading Consumers

- Source credibility and social media
- New media and communication feedback
- The growing impact of time-shifted viewing
- Addressable, customized, and interactive advertising
- Reshaping measures of communication effectiveness

# Chapter 8: From Print and Broadcast to Social Media and Mobile Advertising

- Consumer engagement and social media
- Advertising goals in employing social media
- Promotional strategies in mobile marketing
- Forms of social media
- Web-search, display, and mobile ads
- Google's "organic results" and "sponsored space"
- Consumers' permissions for apps' information gathering
- Effective social media campaigns
- Consumers and mobile media
- Measuring the effectiveness of advertising in new media
- Analyzing website visits
- Gauging influence within social networks
- Google Analytics
- Traditional media's electronic evolution

# Chapter 9: Reference Groups and Communities, Opinion Leaders, and Word-of-Mouth

- Word-of-mouth in social networks and brand communities
- Klout scores
- Weblogging and tweeting
- Buzz agents and viral marketing
- Managing negative rumors online
- The impact of more astute word-of-mouth on marketing new products
- The changing dynamics of opinion leadership

#### Chapter 10: The Family and Its Social Standing

- Parental styles and children's media exposure
- Family decision-making and more diverse sources of information
- The impact of multiple screens on consumer socialization
- Enriched depictions of America's social classes

#### Chapter 11: Cultural Values and Consumer Behavior

- The Rokeach typology and illustrative promotional themes
- Gordon's Survey of Personal and Interpersonal Values
- How new media reshapes cultural values

#### Chapter 12: Subcultures and Consumer Behavior

- Multicultural consumers
- Generational patterns of adopting and utilizing technology
- Ethnicity, social media, and internet utilization

#### Chapter 13: Cross-Cultural Consumer Behavior: An International Perspective

- Expanded measures of cross-cultural dimensions
- New narrative describing linguistic and legal barriers in global marketing
- Technology and social media in overseas markets

## Chapter 14: Consumer Decision-Making and Diffusion of Innovations

- Streamlined narrative about decision-making
- Technology and diffusion of innovations

#### Chapter 15: Marketers' Ethics and Social Responsibility

- The alarming breakdown and violation of consumers' privacy
- The disregard for consumer privacy by data brokers such as Acxiom
- Disregard for ethics by online giants—Google and Facebook
- Customized messages that encourage irresponsible buying
- More aggressive manipulation of children by advertisers
- Blunt violations of privacy, such as facial recognition and location targeting

#### Chapter 16: Consumer Research

• Technology enhances consumer research

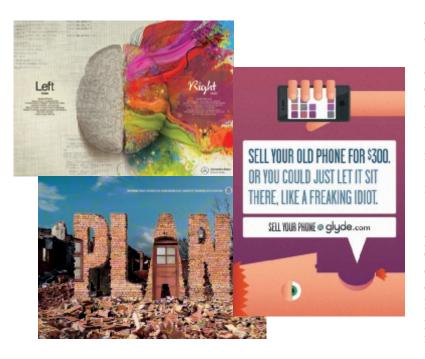


Solving Teaching and Learning Challenges

Our guiding principle in writing this book is to capture the impact of consumer behavior on the marketer's ability to learn more about customers' purchases in order to plan, develop, and implement a strategy with greater precision. For nearly one hundred years, marketers purchased advertising space within information and entertainment content produced by print and broadcast media. In the past, marketers used the media's audience profiles in deciding where to place "one size fits all" ads. Today, dynamic ad servers customize ads based on consumers' browsing online and other data, and marketers closely monitor consumers' contacts and discussions on the internet. Marketers that once purchased advertising space in selected magazines and TV sitcoms now purchase space for their messages through ad exchanges and use predictive analytics that assess the effectiveness of their ads. Instead of targeting large segments, marketers are bidding on impression, which enables them to use their resources most effectively via real-time bidding.

Other forms of reaching consumers include native advertising, crosschannel marketing campaigns, consumer-generated advertising, and new

media platforms, such as mobile and app advertising. Nevertheless, the loss of privacy has become a key social concern, and we have analyzed this matter and other ethical issues—such as the impact of extensive viewing of screens on children—in our chapter on social responsibility.



We strengthened the book's principal facet, conceived in its first edition in 1978, which is focusing on the strategic applications of understanding consumer behavior. Each chapter opens with a "handson" example (some with comments by marketing executives) and exhibits based on recent, empirical data are showcased in all chapters, together with guidelines for marketing applications.

Finally, in its first edition, this book was the first one ever to use print ads as illustrations of consumer behavior—which has been imitated by most marketing textbooks—and this edition includes scores of new ads.

Conceptually, the book is divided into five parts: Consumers, Marketers, and Technology, The Consumer as an Individual, Communication and Consumer Behavior, Consumers in their Social and Cultural Settings, and Consumer Decision-Making, Marketing Ethics, and Consumer Research. Each part aims to develop a better understanding of the following key learning areas:

- Influence of new technologies and online practices
- Impact of psychological factors on consumer behavior
- Role of communication and persuasion
- Examines consumers in their social and cultural settings
- Discuses consumer decision-making and marketing ethics

The following is a brief overview of each part.

#### PART I: CONSUMERS, MARKETERS, AND TECHNOLOGY

Chapter 1 explains consumer behavior as an interdisciplinary framework. It describes the evolution of marketing, prominent marketing strategies, and marketers' social responsibilities. The chapter details the revolutionary impact of technology on strategic marketing, and the interrelationships among customer value, satisfaction, and retention. It concludes with a model of consumer decision-making. Chapter 2 describes market segmentation, including the demographic, sociocultural, and psychographic bases for segmenting markets. It explores the criteria for selecting target markets, behavioral targeting, and positioning and differentiating products and services.

#### PART II: THE CONSUMER AS AN INDIVIDUAL

Chapter 3 discusses the influence of needs, motivation, and personality characteristics. Chapter 4 explores consumer perception, which consists of selecting, organizing, and interpreting marketing stimuli. Chapter 5 describes the learning process and how past shopping experiences affect subsequent buying. Chapter 6 looks at the formation, study, and strategic applications of consumer attitudes.

#### PART III: COMMUNICATION AND CONSUMER BEHAVIOR

Chapter 7 covers the elements of communication and overcoming barriers to effective communication. We outline the differences between the broadcasting communications model (which is rooted in mass and traditional media), and the narrowcasting model (which originates in new media, such as online advertising and social media). The chapter then focuses on the message: its structure, persuasive appeal, and effectiveness. Chapter 8 explores communication channels and the transition from print and broadcast media to social media and mobile advertising. We explore the targeting methods used in old and new communication channels, the role of key entities (such as Google and Facebook), and the electronic evolution of traditional media. Chapter 9 examines the credibility of media and personal sources of information, consumers' reference groups, the role of opinion leaders, and the dynamics of word-of-mouth offline and online.

#### PART IV: CONSUMERS IN THEIR SOCIAL AND CULTURAL SETTINGS

Chapter 10 examines the family as a consumption unit and its standing within the social class structure. Chapter 11 describes culture and how it is expressed through values, rituals, and customs. It explains how to measure cultural values, and illustrates Americans' core values with ads and consumers' purchases and priorities. Chapter 12 describes how subcultures are derived from ethnicity, religion, geographic location, age, and gender. Chapter 13 explores cross-cultural analysis, how to assess marketing opportunities abroad, and whether or not to customize products and promotions in global markets.

## PART V: CONSUMER DECISION-MAKING, MARKETING ETHICS, AND CONSUMER RESEARCH

Chapter 14 integrates the psychological, social, and communication elements into a consumer decision-making model, and discusses the adoption of new products. Chapter 15 addresses marketers' social responsibilities and morals with a focus on ethical issues originating from new media, and, particularly, abuses of consumers' privacy. Chapter 16 details the steps of marketing studies and tools of consumer research.

### **Developing Employability Skills**

For students to succeed in a rapidly changing job market, they should be aware of their career options and how to go about developing a variety of skills. In this book, we focus on developing skills and prepare ourselves to work in the field of brand management, advertising, and consumer research. These are fields discussed in Chapter 1 of this book.

# Instructor Teaching Resources

This text comes with the following teaching resources.

Supplements available to instructors at www.pearsonglobaleditions.com	Features of the Supplement
Instructor's Manual	<ul> <li>Chapter summary</li> <li>Chapter outline</li> <li>Answers to all end-of-chapter questions</li> <li>Additional activities</li> <li>Homework assignments</li> </ul>
Test Bank	<ul> <li>Over 1,600 true/false, multiple choice, and short answer questions with these annotations:</li> <li>Difficulty level (1 for straight recall, 2 for some analysis, 3 for complex analysis)</li> <li>Learning objective</li> <li>Skill</li> <li>AACSB learning standard (Reflective Thinking and Application of Knowledge)</li> </ul>
TestGen <sup>®</sup> Computerized Test Bank	<ul> <li>TestGen allows instructors to:</li> <li>Customize, save, and generate classroom tests</li> <li>Edit, add, or delete questions from the Test Item Files</li> <li>Analyze test results</li> <li>Organize a database of tests and student results</li> </ul>
PowerPoint Presentations	<ul> <li>Slides include graphs, tables, and ads from the textbook.</li> <li>PowerPoints meet accessibility standards for students with disabilities. Features include, but are not limited to: <ul> <li>Keyboard and Screen Reader access</li> <li>Alternative text for images</li> <li>High color contrast between background and foreground colors</li> </ul> </li> </ul>

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To our families, colleagues, friends, and students,

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