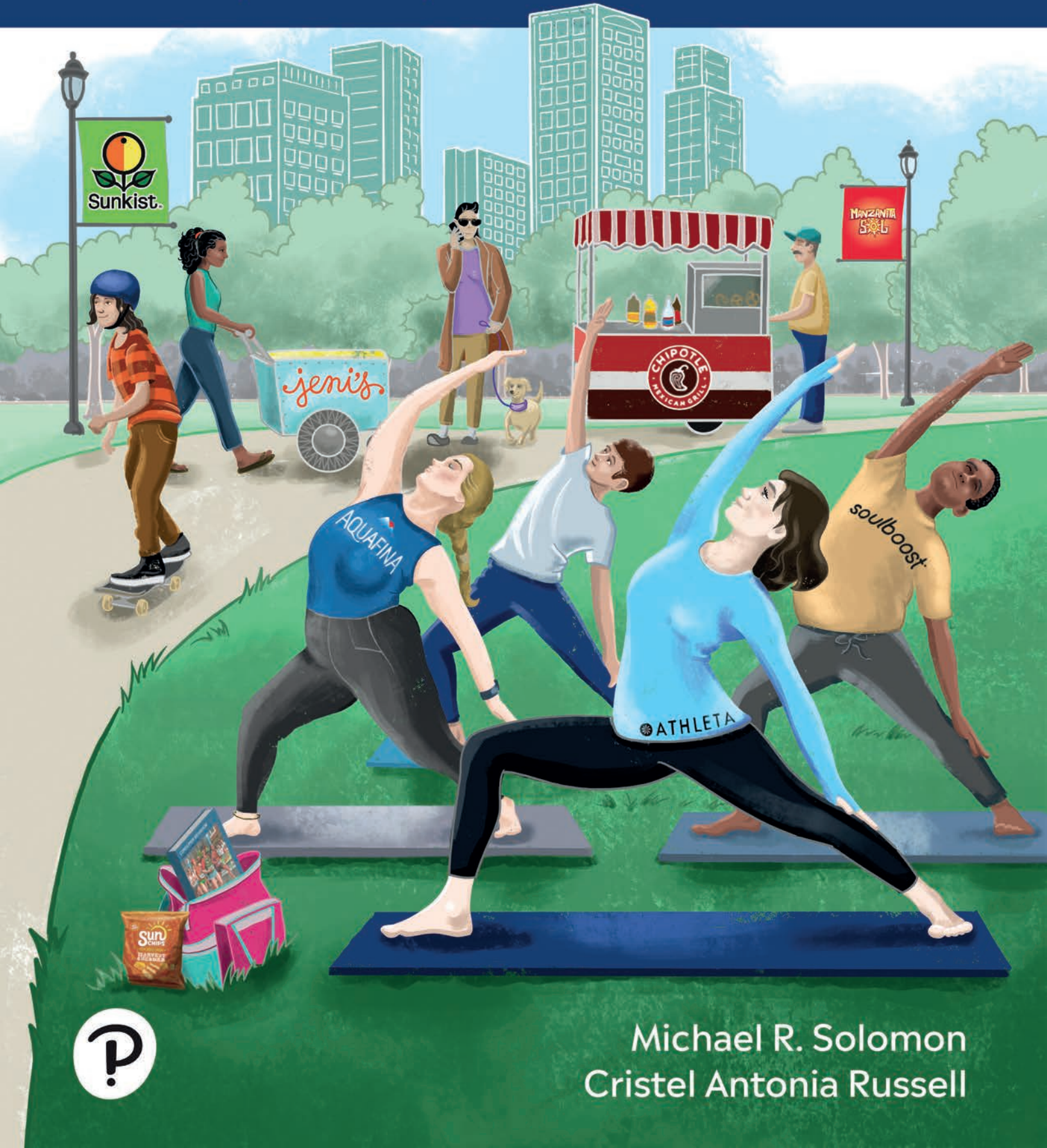


CONSUMER BEHAVIOR

BUYING, HAVING, and BEING

14E



Michael R. Solomon
Cristel Antonia Russell



Consumer Behavior

Buying, Having, and Being

Fourteenth Edition

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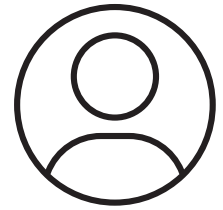
To Gail, as always.

M.S.

To Michael, thank you for the honor and opportunity.

C.A.R.

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PREFACE

Professors often refer to the *Consumer Behavior: Buying, Having, and Being* textbook as “a classic.”

But even classics can benefit from a good overhaul! The 14th edition of this textbook did not just get a paint job and new window coverings; it got a major upgrade, from top to bottom, from front to end. Virtually every chapter has been reworked to its core: stretched, twisted, flexed, and altogether pepped up.

How and where did this classic textbook get this infusion of new energy? A new coauthor.

Welcome to the Solomon and Russell edition.

Cristel Russell is an award-winning consumer researcher. With over 80 peer-reviewed publications—including many in the most prestigious journals, such as the *Journal of Consumer Research*—and 250 presentations at both academic and practitioners’ conferences, Cristel knows how to conduct and explain research. She loves to approach questions from multiple perspectives and approaches, and she conducts all kinds of consumer research studies, from experiments to surveys to qualitative interviews. Cristel also knows how to vet good research: She serves as associate editor and is on the boards of several of the field’s premier journals. She is also an experienced teacher of this topic, having taught consumer behavior courses on four continents and across a variety of class sizes, modalities, and programs.

The Solomon-Russell collaboration is harmonious: The **soul** is intact, and you will find the same conversational tone and humor that earned Michael Solomon’s book so many accolades. But the **body** is strengthened and revitalized: Cristel kickstarted a thorough revision from every angle and every direction. As a result, the content is a crisp, fresh, and organized structure of the latest, hottest, but also most complex facets of consumer behavior. We did not shy away from any of the important sociocultural issues that have shaped the consumers’ world over the past few years. We also continue the book’s long tradition of embracing multiple perspectives and approaches, which have also been central to both Michael’s and Cristel’s own academic research portfolios.

The **five key elements** (Figure FM.1) that make this book different from other consumer behavior texts, as well as different from the previous edition of this textbook are: flow, focus, intentionality, freshness, and attention to practice.

What’s New and Notable in This Edition

- 1. The textbook has a new flow.** As you’ll see in Figure 1.1, the textbook still contains 14 chapters, but the flow of chapters is different. **Section 1** centers students on the core perspectives and issues that inform consumer behavior. Chapter 1 sets the intention for the textbook and the course, and Chapter 2 orients the reader to all the ethical facets and issues that shape our consumption environment. **Section 2** includes three chapters on sensing and knowing. **Section 3** tackles the processes of persuasion, decision making, choosing, and using. **Section 4** addresses being through the many facets of personality and identity. Finally, **Section 5** taps into belonging by discussing the social, class, and cultural elements that shape consumer behavior.
- 2. The book is unapologetically consumption focused.** This edition is not about what marketers can or may do *to* consumers; it is squarely about consumers.

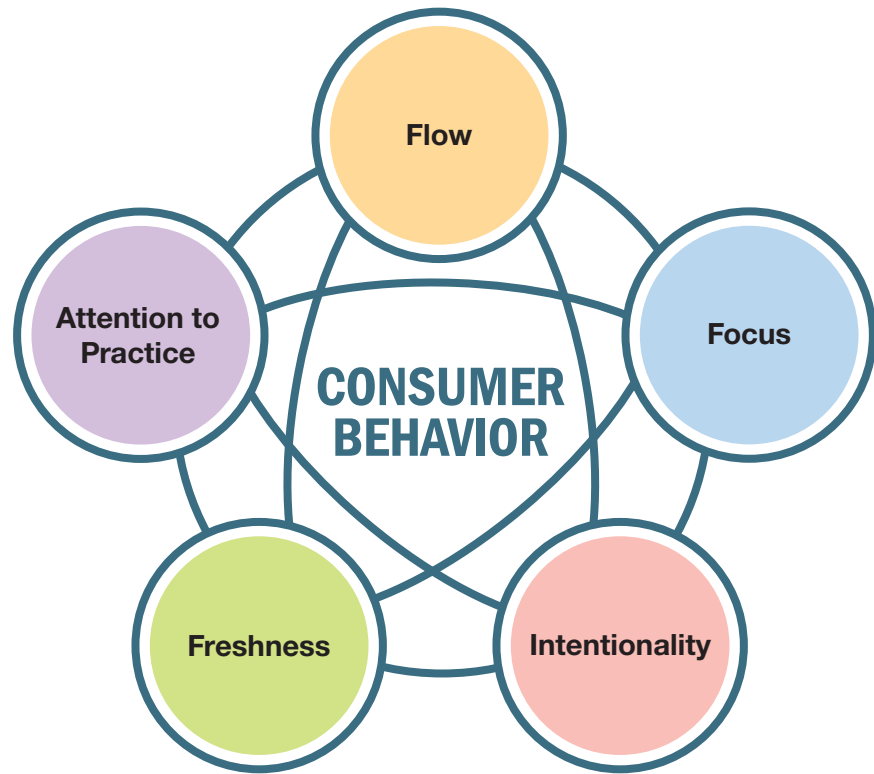


Figure FM.1 Five Elements

Of course, we recognize the many managerial implications of consumer behavior (if you don't have customers, you don't have a business!), but the focus of every chapter is on understanding consumers and how these actions affect them.

3. Throughout the book, you will notice **an intentional focus on the crucial issues that affect us today**: climate change and its implications in terms of consumption choices and societal concerns such as diversity, social justice, etc. We hope you will also note our **determination to ramp up our focus upon inclusion and representation**. We teach the stuff: It's easy to fall back on examples that are most familiar to us. But it's undeniably true that many of our students over the years primarily see people in marketing communications who don't look like them. We thoroughly scrubbed the entire textbook, case selection, and examples, as well as visuals, to ensure diversity and broader representation that more realistically reflects today's complex cultural environment.
4. **Freshness**: Out with the old, in with the new. The new authorship collaboration was the perfect opportunity for a major cleanup to incorporate fresh ideas. While we continue to pay homage to the classic studies that continue to inform our understanding of consumers today, we made a dedicated, exhaustive effort to update every chapter. The result is easy to see. The majority of references in each chapter are from the past five years. There is a slew of new easy-to-process tables and figures to organize the content in visually accessible ways. Even the appendices have gotten a full revamp. As has always been the case with this textbook, topics and examples are chosen carefully so as to engage the "typical" student who regards anything that happened before, say, 2021, as ancient history.

5. Continued attention to practice. We are both published academic researchers. But we also know academics must talk the talk of practitioners. As regular contributors to *Forbes* (Michael) and *Psychology Today* (Cristel) and because of our work with a multitude of real marketers, we are always attuned to what’s happening in consumers’ worlds. We explain to thousands of readers why and how changes in technology or sociopolitical events affect consumers’ behavior. This attention to practice is also reflected in the book’s integration of industry data. Thus, you’ll find a large number of studies that companies and survey firms have conducted to support the academic data. This edition also includes updated end-of-section assignments with data provided by GfK, one of the world’s largest marketing research firms. These allow students to “get their hands dirty” by actually working with real information that they can manipulate and use to do a deep dive into real-world problems.

The book marries a strong theoretical and empirical foundation with the practical applications of these insights to the everyday practice of marketing. Thoughtful discussion and application questions at the end of each chapter also encourage students to integrate what they have learned with what is going on around them in the real world.

- 6. More visuals, organizing frameworks, and synthesis tables.** Across the book, you will see many new figures to provide visual roadmaps for the reader. You will also see added tables that offer lots of information but in a more efficient and effective fashion.
- 7. Every chapter features new call-out “Buying, Having, Being” boxes** to illustrate the content with current issues that affect consumer well-being, business practice, or the world as we know it.

Chapter-by-Chapter Updates

<p>Chapter 1 Buying, Having, and Being: An Introduction to Consumer Behavior</p>	<p>The chapter sets the tone for the book with a new vignette related to the textbook cover, a renewed focus on consumers and the types of research methods and approaches that inform our understanding of consumer behavior, as well as a new table illustrating research questions about the metaverse from these different perspectives.</p> <p><u>Notable new key terms:</u> artificial intelligence (AI), brand, consumer centricity, consumption, content points, cultural distinctiveness, horizontal revolution, identity, metaverse, paradigms, transmedia storytelling</p>
<p>Chapter 2 Consumer Ethics, the Marketplace, and the Planet</p>	<p>The chapter was entirely reorganized around the elements of the PESTLE framework. A new table was introduced to present the elements of PESTLE. Six new call-out boxes were created to set the tone of the book: Topics of those boxes range from hunger among college students to the growing use of facial recognition in business practice as well as ethical concerns, like greenwashing and wokewashing.</p> <p><u>Notable new key terms:</u> algorithm bias, artificial intelligence, brand purpose, cancel culture, circular economy, conscious consumerism, consumer activism, corporate sociopolitical activism (CSA), corporate social irresponsibility (CSI), data breach, data privacy, eco-wakening, fast fashion, financial literacy, food insecurity, genetic data, infodemic, prosocial behaviors, social justice, wokewashing</p>
<p>Chapter 3 Perceiving and Making Meaning</p>	<p>The chapter was updated to incorporate all the latest insights about visual perception and semiotics, along with new illustrations and a synthesis table. In addition, a new section about consumers’ active role in shaping brand perceptions and meanings was included.</p> <p><u>Notable new key terms:</u> brand antifragility, contamination, contestations, cross-modal effect, hedonic escalation, inference, materiality, metacognitive inference, multiscreening, pre-attentive processing, psychological ownership, relational processing</p>

<p>Chapter 4 Learning, Remembering, and Knowing</p>	<p>The chapter’s new title reflects the addition of a new objective and section on knowledge. This section gathers some of the content previously dispersed in other sections (like semantic network) and incorporates new content related to knowledge and expertise. We streamlined the content of some formerly dense sections (e.g., memory) and included more recent studies in the context of social media, gaming, and adver gaming studies. We incorporated more examples from social media, digital media, and new forms of marketing communications (product placements, sponsorships, etc.) in both text and visuals and relied more heavily on illustrative examples from public health campaigns. Finally, we integrated mindfulness into this chapter. The figures in the chapter are new and updated.</p> <p><u>Notable new key terms:</u> advertising weariness, category exemplars, consumption constellations elaboration, evaluative conditioning, expertise, false memory, hybrid products, knowledge, knowledge structure, memory efficacy, memory markers, memory preservation, mindfulness, motivated forgetting, nodes, product placement, semantic network, sonic branding, stimulus generalization, theory of mind, willfully ignorant memory</p>
<p>Chapter 5 Motivation</p>	<p>The chapter was reorganized around a new model linking motivation to goals and accompanied by a new figure (5.1). We’ve added new coverage of motivation as intrinsic or extrinsic and goal setting to the chapter. We also updated Maslow’s pyramid to reflect the latest version with six levels, including self-transcendence. Affect-related content was removed and relocated to later chapters.</p> <p><u>Notable new key terms:</u> achievement motivation, autonomy, biohacking, body positive, competence, conscientiousness, external incentives, extrinsic motivation, frame, grit, implemental mindset, intrinsic motivation, metamotivation, mere urgency effect, mortality salience, nonconscious goals, outcome-oriented mindset, prevention vs. promotion motivation, quantified self movement, self-determination theory, self-regulation, terror management theory</p>
<p>Chapter 6 Attitudes and How to Change Them</p>	<p>The chapter about attitude/persuasion received a major overhaul. It’s now organized around a new figure (6.1), which connects persuasion processes to attitude and in turn to behavior. A new section on crafting persuasive strategies involves decisions about the source, the message, and the medium. Updated sections on the structure of attitudes include discussions of ambivalence and implicit versus explicit attitudes. We also updated persuasion models to include new sections on narrative persuasion and persuasion knowledge. We revised and updated the ELM figure and created a new table summarizing emotional and rational appeals in advertising. Ten new boxes were added to reflect current debates about persuasion, such as the narrative power of online reviews or the “fear of God” effect.</p> <p><u>Notable new key terms:</u> advertainment, affect, ambivalence, central vs. peripheral route, counterargument, covert advertising, disclosures, emotions, explicit vs. implicit attitudes, fast vs. slow persuasion, halo effect, mental imagery, mood congruency, narrative persuasion, narrative transportation, narrativity, neuromarketing, persuasion knowledge model, social desirability bias, sponsored content, supportive arguments, two-sided messages, valence</p>
<p>Chapter 7 Deciding</p>	<p>The chapter was reorganized to begin with a discussion of fast and slow thinking. This new coverage of two systems that underpin how consumers make decisions (slow and fast) also includes an entirely new set of research on system 1 and system 2. A new table provides a simple review of decision-making heuristics.</p> <p><u>Notable new key terms:</u> behavioral biases, binary bias, choice overload, digital selling assistants, drunk shopping, fast thinking, homo economicus, homo ludens, maximization, opportunity costs, paradox of choice, slow thinking, standard economic model, temporal framing, utility</p>

<p>Chapter 8 Buying, Using, and Disposing</p>	<p>This chapter on owning, using, and disposing includes new coverage of the virtualization of our lives and the impact of the sharing economy on owning. In recognition of some of the consumption-related issues the world faces, the chapter also addresses how the climate change crisis makes us think differently about buying, using, and disposing, and it addresses the dark side of buying and using in a thorough and up-to-date review of maladaptive consumer behaviors.</p> <p><u>Notable new key terms:</u> Bitcoin, blockchain, cart abandonment rate, contamination, customer journey methodology, dark design, hedonic vs. utilitarian, hoarding, identity negotiation, liquid consumption, mental computation strategies, moral disgust, NFTs (non-fungible tokens), recommerce, secondary market, squander sequence, thrifting, unboxing</p>
<p>Chapter 9 Identity and the Self</p>	<p>Chapter 9 begins the new section on <i>being</i>. We crafted an entirely revamped chapter to discuss identity and the self in all of its complexities. The chapter is organized around the self-concept, consumption as an expression of our identity, gender identity, and our bodies as an important component of our identities. Figure 9.1 has a new look with levels of the extended self represented as four layers around the individual in the innermost circle.</p> <p><u>Notable new key terms:</u> anti-consumption, bigorexia, FOMO (fear of missing out), genetic data, independent vs. interdependent self, LGBTQ+, patriarchal masculinity, role identities, self-concept clarity, self-construal, self-enhancement, self-image-consistent product perceptions</p>
<p>Chapter 10 Personality, Values, and Lifestyles</p>	<p>Chapter 10 discusses personality, values, and lifestyles, and now also includes coverage of brands. The personality section is wholly revamped with a briefer section on psychiatric perspectives and deeper insights into trait theory, including a new table with a description of the Big Five Inventory of personality dimensions and consumer behavior examples. The values section is organized around three themes of things, time, and money as represented in a new figure (10.2). The branding section includes a new discussion of brand narratives.</p> <p><u>Notable new key terms:</u> agreeableness, authenticity, backstory, brand narrative, Big Five Inventory, cultivation theory, deceleration, dichotomous thinking, entity vs. incremental theorists, extroversion, fresh start mindset, identity-based motivation, JOMO (Joy of Missing Out), lifestyle brand, meaning transfer process, need for touch, neuroticism, openness to experience, psychological time, religiosity, saving orientation, self-congruity, spending orientation, timestyle, trait reactance</p>
<p>Chapter 11 Social and Cultural Identity</p>	<p>This whole new chapter delves into <i>social identity</i>. As a counterpart to Chapter 9, this chapter addresses the larger social and cultural environments that affect our identity. The chapter is organized per a new figure with six key facets of identity that shape who we are and how we express ourselves with the consumption choices we make: our family, our age groups and generations, our race/ethnicity, our religion and politics, and where we live.</p> <p><u>Notable new key terms:</u> affiliation, age cohort, autonomy, baby boomer, boomerang kids, consumer identity renaissance, consumption practices, cosmopolitanism, cultural distinctiveness, cultural mindsets, diversity seeking, emotion profile, ethnic identification, extended family, family identity, family life cycle (FLC), household, identity mindsets, identity synergy, ingroup bias, life course model, material parenting, mature market, normative respectability, nuclear family, political orientation, PRIZM, racial stigma, respectability, social identity, social identity priming, social identity threat, sub-culture, tweens, urban identification</p>

<p>Chapter 12 How Groups Define Us</p>	<p>This chapter on social influences and collectives has been entirely restructured and revamped. The first part of the chapter focuses on reference groups and now incorporates the role of social norms and the latest research on associative and dissociative groups and norms. A new section on collective influences picks up on decision making from Chapter 9 to tackle the roles and processes within collectives, such as a family (the section on family was updated and expanded) and an organization (the section on B2B was updated and streamlined). Also, the latest research on consumer collectives is synthesized and organized in a new section.</p> <p><u>Notable new key terms:</u> activism, associative vs. dissociative norms, associative vs. dissociative reference group, consensus language, consumer collectives, counterspace, customer relationship management (CRM), influencer marketing, mere virtual presence, movements, negativity spiral, paradoxical social dynamics, perceived typicality, social default, social empowerment, social media firestorms, susceptibility to personal influence, ties, user-generated social media, virtual support communities, word of mouse</p>
<p>Chapter 13 Social Class and Status</p>	<p>Chapter 13 on social class and status is completely new and restructured. The first part of the chapter offers a completely overhauled perspective on taste, social class, and social class structures in accordance with sociological perspectives. We provide a new figure (13.1) to explain social class as a set of resources. The next part of the chapter tackles more psychological research on social status and ways in which consumers signal their status. Finally, we include a discussion of social justice efforts to combat inequality.</p> <p><u>Notable new key terms:</u> aspirational class, class consciousness, digital divide, downward vs. upward comparison, downward vs. upward mobility, embodied cultural capital, economic capital, evolutionary perspective, health disparities, hedonic treadmill, maturity, optimal distinctiveness theory, power distance belief, proxies, purpose-driven consumers, reverse signaling, social change, social distinction, social status, socioeconomic status, status pivoting, status seeking, status threat, subjective socioeconomic status, symbolic capital, taste regime, virtue signaling</p>
<p>Chapter 14 Culture</p>	<p>Chapter 14 has been updated, both in terms of academic literature and in terms of organizing figures and streamlining (e.g., the section on fashion was trimmed to the most essential elements). New sections on myth, new boxes (including one on the tightness–looseness of social norms), and a broader section on cultural meaning are included in the chapter. In this section, the cultural meaning transfer model is updated to account for the feedback loop (Figure 14.1). The final section on diffusion features a new organizing figure (14.4), which illustrates the ingredients for a successful innovation. The chapter concludes with an acknowledgement of the increasingly active role of consumers (co-creation, crowdsourcing) in consumption as well as product development.</p> <p><u>New key terms:</u> acculturation, adoption rates, country-of-origin (COO), crowdsourcing, cultural appropriation, enculturation, ethnocentrism, extraordinary beliefs, individualism, indulgence vs. restraint, long-term orientation, masculinity, power distance, practice diffusion, practices, tightness–looseness (strength of social norms), uncertainty avoidance, value co-creation, wisdom of crowds</p>
<p>Appendix A: Data Cases Appendix B: Careers in Consumer Research Appendix C: Consumer Research Methods Appendix D: Sources of Secondary Data</p>	<p>Appendices have been updated and expanded: Appendix A contains three updated data cases. Appendix B now has a list of typical job descriptions to help students evaluate different career options. Appendix C is a more detailed primer on all the different research methods for studying consumers. Appendix D was completely revamped and recognized with an enhanced list of secondary data sources.</p>

Solving Learning and Teaching Challenges

The book continues to offer a wide variety of teaching aids that help students to understand the chapter contents—and also to appreciate how these issues relate to decisions both marketers and consumers make in the real world. These special features include new boxes we call “Buying, Having, and Being” that offer vivid real-life examples of chapter content. The cases at the end of chapters feature well-known brands and companies, such as Amazon, Hyundai, and even the singer Beyoncé; they give students an opportunity to see key consumer behavior concepts at work in real-life settings. End-of-chapter sections we call “Discuss and Apply” provide many provocative questions and project ideas to further engage your class. We also provide updated data exercises in Appendix A, in partnership with the global research firm GfK, that encourage your students to “get their hands dirty” by working with real consumer data to make course concepts come alive.

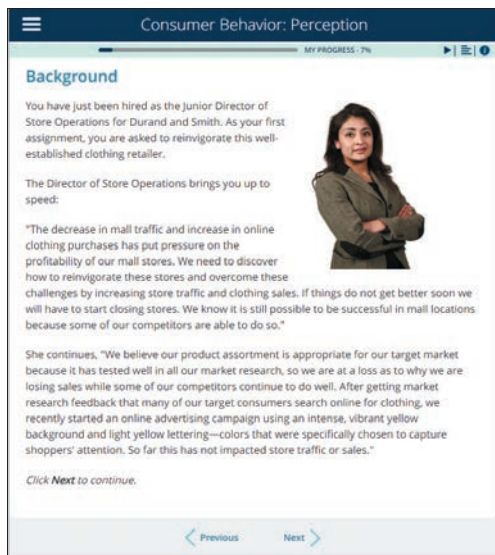
Developing Employability Skills

This book will help your students to better understand how consumers decide among product options, and in particular, they will appreciate the many subtle forces at work on each of us as decision makers. But in the process, they will also become better marketers because they will see the “big picture” of how a consumer scenario relates to larger forces in our lives—and also how their actions as marketers have the potential either to improve lives or, in situations where marketing decisions or executions go bad, to diminish quality of life.

We also provide updated Career Appendices that elaborate on the types of jobs available to consumer behavior specialists and how they can play this role in different ways within an organization. Also, we encourage you to check out the resources in the MyLab course that reinforce the book’s content—especially the mini-simulations that give students opportunities to practice decision making and see the outcome of their decisions in real-life scenarios.

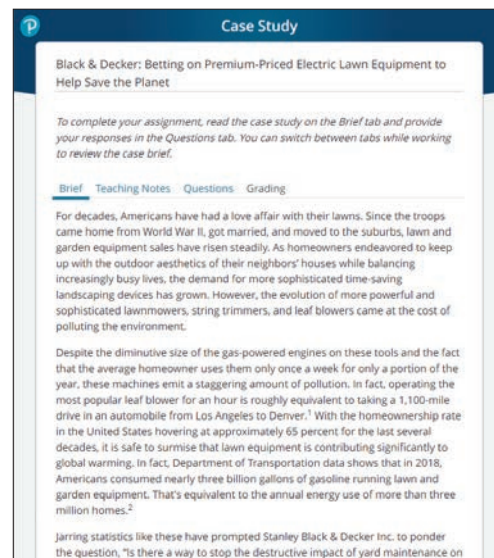
MyLab Marketing for *Consumer Behavior 14e*

MyLab Marketing lets instructors create a course that best fits the unique needs of their students and their curriculum. Each MyLab course has a foundation of interactive course-specific content—created by authors who are experts in their field—that can be tailored and assigned as needed. Digital tools activate learning, to more fully engage student learners and help them prepare for class. Videos and podcasts, interactive images and figures, Dynamic Study Modules, Mini-Simulations, cases, short quizzes and more enhance students’ understanding of core topics as they progress through the course. MyLab Marketing also provides data that allows instructors to see how their students are doing in the course, as they go, so they can decide what to teach and how best to teach it.



For this Fourteenth Edition, MyLab Marketing includes:

- **An enhanced, dynamic eTextbook** that features interactive photos and figures, short focus questions, and current event features.
- **New and updated Video Assignments and Podcast Assignments** help students connect key course concepts to real-world events.
- **Mini-Simulations and Team Mini-Simulations** put students in the role of professional marketers and give them the opportunity to apply course concepts and develop decision-making skills through real-world business challenges.
- **New and updated Student Edition Case Study Assignments** include auto-graded multiple-choice assessments for each of the end of chapter Case Studies included in the 14th Edition.
- **Additional Case Study Library assignments are included at the end of select chapters**, including both text and video cases that challenge students to apply critical thinking to current business examples.



- **New and updated Warm Ups, Study Plan questions, and Chapter Quizzes** check students' understanding of key chapter concepts.
- **Updated Dynamic Study Modules** use the latest developments in cognitive science to help students study by adapting to their performance in real time.
- **New and updated Marketing Metrics Assignments** are auto-graded, algorithmic assignments that let students practice their analytic skills and improve their understanding of the quantitative aspects of marketing.

Visit www.pearson.com/mylab/marketing to learn more about MyLab Marketing

Instructor Teaching Resources

This edition's program comes with the following teaching resources.

Supplements available to instructors at https://www.pearson.com/	Features of the Supplement
Instructor's Manual	<ul style="list-style-type: none"> • Chapter-by-chapter summaries • Examples and activities not in the main book • Teaching outlines • Teaching tips • Solutions to all questions and problems in the book
Test Bank	<p>4,000 multiple-choice, true/false, short-answer, and graphing questions with these annotations:</p> <ul style="list-style-type: none"> • Difficulty level (1 for straight recall, 2 for some analysis, 3 for complex analysis) • Type (multiple-choice, true/false, short-answer, essay) • Topic (the term or concept the question supports) • Learning outcome • AACSB learning standard (written and oral communication; ethical understanding and reasoning; analytical thinking; integration of real-world business experiences; interpersonal relations and teamwork; diverse and multicultural work; reflective thinking; application of knowledge)
Computerized TestGen	<p>TestGen allows instructors to:</p> <ul style="list-style-type: none"> • Customize, save, and generate classroom tests. • Edit, add, or delete questions from the Test Item Files. • Analyze test results. • Organize a database of tests and student results.
PowerPoints	<p>Slides include all the graphs, tables, and equations in the textbook.</p> <p>PowerPoints meet accessibility standards for students with disabilities. Features include, but are not limited to:</p> <ul style="list-style-type: none"> • Keyboard and Screen Reader access • Alternative text for images • High color contrast between background and foreground colors

Acknowledgements

Thanks for the tremendous support we received from our Pearson team, including (in alphabetical order) Nayke Heine, Yasmita Hota, and Lynn Huddon, as well as production team members Meghan DeMaio and Carie Keller. George Allen at Asbury University and Deirdre Guion Peoples wrote some amazing new cases, and Meghan Pierce at La Salle University made thoughtful updates to the Data Case Assignments in Appendix A. A special thanks to Matthew Farmer at Utah Valley University, who helped us identify and synthesize the current research literature.

Michael R. Solomon
Cristel Antonia Russell

ABOUT THE AUTHORS



Michael R. Solomon

Michael R. Solomon, PhD, is the Dirk Warren '50 Sesquicentennial Chair and Professor of Marketing in the Haub School of Business at Saint Joseph's University in Philadelphia. Before joining the Saint Joseph's faculty in the fall of 2006, he was the Human Sciences Professor of Consumer Behavior at Auburn University. Prior to that, he was chair of the Department of Marketing in the School of Business at Rutgers University, New Brunswick, New Jersey. Professor Solomon began his academic career in the Graduate School of Business Administration at New York University (NYU), where he also served as Associate Director of NYU's Institute of Retail Management. He earned his BA degrees in psychology and sociology *magna cum laude* at Brandeis University and a PhD in social psychology at the University of North Carolina at Chapel Hill. In 1996 he was awarded the Fulbright/FLAD Chair in Market Globalization by the U.S. Fulbright Commission and the Government of Portugal, and he served as Distinguished Lecturer in Marketing at the Technical University of Lisbon. He held an appointment as Professor of Consumer Behaviour at the University of Manchester (United Kingdom) from 2007 to 2013.

Professor Solomon's primary research interests include consumer behavior and lifestyle issues; branding strategy; the symbolic aspects of products; the psychology of fashion, decoration, and image; services marketing; marketing in virtual worlds; and the development of visually oriented online research methodologies. He has published numerous articles on these and related topics in academic journals, and he has delivered invited lectures on these subjects in Europe, Australia, Asia, and Latin America. His research has been funded by the American Academy of Advertising, the American Marketing Association, the U.S. Department of Agriculture, the International Council of Shopping Centers, and the U.S. Department of Commerce. He currently sits on the editorial or advisory boards of the *Journal of Consumer Behaviour*, *Journal of Marketing Theory and Practice*, *Critical Studies in Fashion and Beauty*, and *Journal for Advancement of Marketing Education*, and he served an elected six-year term on the Board of Governors of the Academy of Marketing Science. In a 2022 ranking of contributions of top scientists in Business and Management since 2014 by Research.com, he is #466 in the U.S. and #1,032 in the world.

Professor Solomon is a frequent contributor to mass media. His feature articles have appeared in such magazines as *Psychology Today*, *Gentleman's Quarterly*, and *Savvy*. He has been quoted in numerous national magazines and newspapers, including *Advertising Age*, *Adweek*, *Allure*, *Elle*, *Glamour*, *Mademoiselle*, *Mirabella*, *Newsweek*, the *New York Times*, *Self*, *Time*, *USA Today*, and the *Wall Street Journal*. He frequently appears on television and speaks on radio to comment on consumer behavior issues, including appearances on *The Today Show*, *Good Morning America*, *Inside Edition*, *Newsweek on Air*, the *Entrepreneur Sales and Marketing Show*, CNBC, Channel One, the Wall Street Journal Radio Network, the WOR Radio Network, and National Public Radio. He consults to numerous companies on consumer behavior and marketing strategy issues, and he often speaks to business groups throughout the United States and overseas. He recently directed Nielsen's revamp of its global brands model that assesses clients' brand equity around the world. In addition to this text, Professor Solomon is coauthor of the widely used textbook *Marketing: Real People, Real Choices*. His recent trade book, *The New Chameleons: How to Engage with Consumers Who Defy Categorization*, won the NYC Big Book Award for Marketing/Sales in 2022. He lives in Philadelphia with his wife Gail.

Cristel Antonia Russell, PhD, is Professor of Marketing at Pepperdine Graziadio Business School at Pepperdine University in Malibu, CA. She was previously professor at American University in Washington, DC, at the University of Auckland in New Zealand, and at San Diego State University in California. She has also held visiting positions at universities including Université de Lyon, Paris Sorbonne, and Paris Dauphine, and she is currently affiliate faculty at Audencia Business School in Nantes, France. She has taught Consumer Behavior around the globe, from HEC Paris to Hong Kong University of Science and Technology.

Cristel grew up in Europe, born to a Spanish father and a French mother. She completed her undergraduate international business degree at ESSCA, a French business school where the final year consisted of a study abroad, which she completed at Southern Illinois University, where she also completed an MBA. Cristel went on to the University of Arizona in Tucson to complete a PhD in marketing.

Cristel is an experienced consumer researcher. As of 2023, she has published over 80 articles in academic journals from premier business outlets, such as the *Journal of Consumer Research* and the *Journal of the Academy of Marketing Science (JAMS)*, as well as interdisciplinary health and policy journals, such as *Addiction* and *Psychological Services*. Her journal articles are widely cited, and she ranks amongst the world's most prolific consumer researchers.

Cristel's research spans many facets of consumer behavior and draws on multiple methodological approaches. She uses experiments with eye-tracking and biometric measures to study the psychological processes of attention, memory, and persuasion in the context of advertising messages and those embedded in entertainment, such as product placements. She researches the social influences of celebrities and of traditional and social media on young audiences with a variety of approaches, including field studies and large national surveys. She uses in-depth interviews and other qualitative techniques to explain, among many things, how consumers engage with brands, how they relate to new technologies, or why they rewatch movies or reread books.

Cristel's research on the influence of marketing on youth has received funding from the United States' National Institutes of Health and France's Institut National du Cancer. She also collaborates with military research institutes to study problematic consumption amongst soldiers and veterans. Her interdisciplinary research with a focus on implementable policy solutions earned her a Marie Curie Fellowship from the European Union for a project on media literacy for at-risk youth.

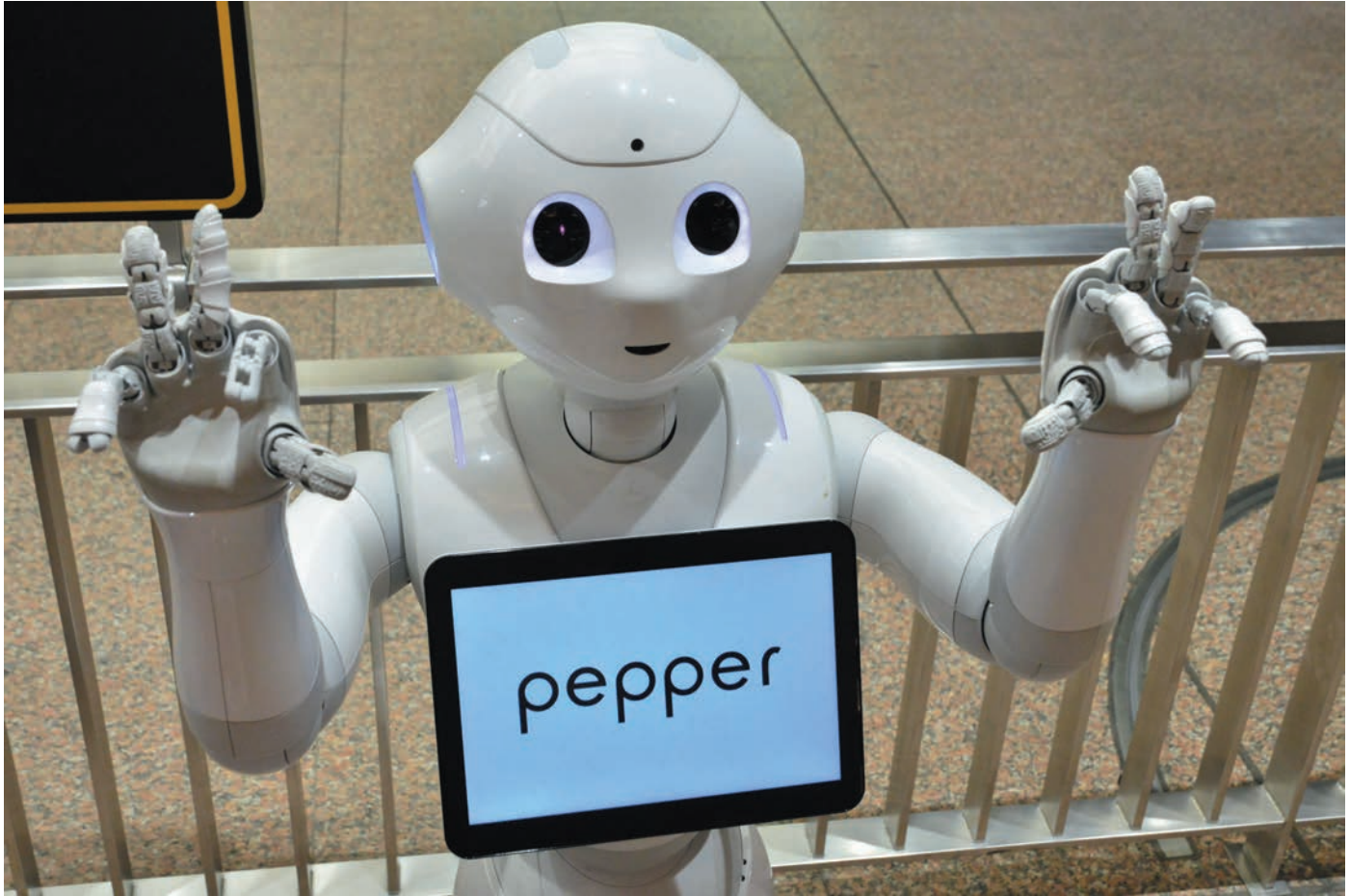
Cristel serves on many scientific and journal boards. She is currently Area Editor for the *Journal of the Academy of Marketing Science (JAMS)* and Senior Associate Editor for the *Journal of Advertising*, and she is on the editorial review board of the *Journal of Consumer Research*. She also chairs the social sciences panel of Belgium's research foundation (the FWO). After 10 years as the executive secretary of the *Consumer Culture Theory Consortium*, she was elected to its board.

Cristel's research is often featured in prominent media outlets, such as the *Wall Street Journal* and *The Atlantic*, and she has an active blog on *Psychology Today* called *The Savvy Consumer*.

In addition to her professor "day job," Cristel is a passionate fitness instructor, teaching a variety of group fitness classes from strength training to step, aerobics, and cardio kickboxing and . . . you might have guessed . . . yoga. In fact, in addition to presenting research at academic conferences, she also serves as their wellness coordinator. So now you know why there are a lot of references to health and wellness in this 14th edition!



Cristel A. Russell



Foundations of Consumer Behavior

This introductory section provides an overview of the field of consumer behavior (CB). In Chapter 1, we look at how consumers influence the market and at how marketers influence us. We describe the discipline of consumer behavior and some of the different approaches to understanding what makes consumers tick. In Chapter 2, we look at the broad issue of well-being and both the positive and negative ways the products we use affect us, and we discuss the many ethical, social, and cultural issues that marketers must confront.

.....> Chapters Ahead



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



Chapter 2
Consumer Ethics, the
Marketplace, and the Planet

1

Buying, Having, and Being: An Introduction to Consumer Behavior

CHAPTER OBJECTIVES When you finish reading this chapter, you should be able to:

- 1-1 Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.
- 1-2 Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.
- 1-3 Explain how consumption both contributes to the world's problems and provides solutions.
- 1-4 Describe the many disciplines and perspectives that inform our understanding of consumer behavior.



Source: Fizkes/Shutterstock

“D ownward dog? Why in the world would I ever want to do something stupid like that?” Gail is thumbing through some Instagram posts on her smartphone as she waits for her accounting professor to show up to class. Her roommates have been on this yoga kick for months now, and they don’t show any signs of stopping. They keep telling her it’s great for stress reduction—especially with midterms coming up. Gail’s been meaning to do something about that (other than “stress eating” which she’s very good at). But it’s been hard to motivate herself to try a class. She’s basically an introvert, and she doesn’t relish the idea of other people watching her while she struggles into awkward body poses. But on the other hand, yoga seems to be what anyone who’s anyone is taking up and Gail doesn’t want to seem “uncool” to her friends and classmates. And you get to wear some fashionable athleisure outfits (preferably not produced with child labor!). That settles it—Gail resolves to make time before her awesome consumer behavior class to stop by Lululemon and check out those leggings everyone is buying. If she’s going to make a spectacle of herself contorting on the floor, at least she’ll do it in style. Still, she draws the line at the *salamba shirshasana*, or yoga headstand. A *fashionista* has her limits, after all.

OBJECTIVE 1-1

Summarize how the consumption of goods, services, experiences, and ideas is a major part of our lives.

▶ Consumer Behavior: People in the Marketplace

This book is about people like Gail—and *you*. It concerns the products and services we buy and use and the ways these fit into our lives. This introductory chapter describes some important aspects of the field of consumer behavior and

some reasons why it's essential to understand how people interact with the marketing system. For now, though, let's return to one "typical" consumer: Gail, the business major. The preceding vignette allows us to highlight some aspects of consumer behavior that we will cover in the rest of the book.

Gail is a consumer like the rest of us. The information around her, both in the real world and online, contributes to her perceptions of the world. The sensory inputs from looking, hearing, smelling, and maybe touching help her make sense of what's going on around her. As intriguing as that yoga class seemed, she must reconcile her needs for interaction and belongingness with her introvert self. These feelings and thoughts will ultimately guide her decisions and behaviors. Some of her decisions will be well thought out, while others may be more impulsive and even self-destructive.

Her identity, both self (who she is as a person) and social (the groups that help to define her), is a collection of her motivations, life circumstances, and choices. Of course, Gail's sociocultural environment has a huge impact—the priorities of the society in which she lives, her ethnicity, her self-definition in terms of gender, her online activities, and other factors help to drive what is important to her. Not surprisingly, many of these factors relate directly to Gail's knowledge of brands and which ones "speak" to her. Our allegiances to sneakers, musicians, and even soft drinks help us define our place in modern society, and these choices also help each of us to form bonds with others who share similar preferences. So, it's on to downward dog after all.

What Is Consumer Behavior?

The field of **consumer behavior** covers a lot of ground: *It is 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 and to define and express their identities.* Consumers take many forms, ranging from a 10-year-old child who begs their parent for a smartphone to an executive in a large corporation who helps to decide on a multimillion-dollar computer system. The items we consume include anything from canned peas to a massage, democracy, Juicy jeans, a virtual reality experience, K-pop music, or a celebrity like Taylor Swift. The needs and desires we satisfy range from hunger and thirst to love, status, and even spiritual fulfillment.

Our consumption choices, the brands we use, the activities in which we engage, and the groups to which we belong are all expressions of our unique identity. Also, as we'll see throughout this text, people get passionate about a broad range of products. Whether it's vintage Air Jordans, that perfect yoga mat, or the latest computer tablet, there's no shortage of brand fans who will do whatever it takes to find and buy what they crave.



The expanded view of consumer behavior embraces much more than the study of what and why we buy; it also focuses on how consumers use products and services. In this case, a hotel in Dubai promotes responsible behavior.

Source: Courtesy of Marco Polo Hotel/Dubai; Brandcom Agency.

Consumption Is a Process

Consumer behavior is dynamic: It is an *ongoing process* that extends much beyond the moment a consumer hands over money or a credit card and in turn receives some good or service. **Consumption** refers to all facets of the consumer behavior process, which include how we observe and make sense of the world around us, how we choose and purchase things, and how we communicate our identity and sense of self in society. Figure 1.1 illustrates all the facets of consumer behavior that we will address in this book.

What Does It Mean to Consume?

*People buy products not for what they do, but for what they mean.*¹ This principle, one of the most fundamental premises of the modern field of consumer behavior, does not imply that a product's basic function is unimportant but rather that the roles products (and services) play in our lives extend well beyond the tasks they perform. All things being equal, we choose the brand that has an image (or even a personality!) consistent with our underlying needs and desires and aligned with our identity. The deeper meanings of consumption may help it to stand out from other similar goods and services.

Our consumption choices help us define our identity. **Identity** is a multilayered concept that involves our personal self and our social self. As we will see, many factors like our age, gender, and ethnic and racial background affect our sense of self. Where we live, how we grew up, and what social media we use all shape our individual identities. Plus, the way we feel about ourselves, the things we value, the things we like to do in our spare time—all these factors help to determine which products will push our buttons and even those that will make us feel better.

SECTIONS	CHAPTERS
<p>1 Foundations of Consumer Behavior</p>	<p>1 Buying, Having, and Being: An Introduction to Consumer Behavior</p> <p>2 Consumer Ethics, the Marketplace, and the Planet</p>
<p>2 Making Sense of the World</p>	<p>3 Perceiving and Making Meaning</p> <p>4 Learning, Remembering, and Knowing</p> <p>5 Motivation</p>
<p>3 Buying and Having: Choosing and Using Products</p>	<p>6 Attitudes and How to Change Them</p> <p>7 Deciding</p> <p>8 Buying, Using, and Disposing</p>
<p>4 Being: Using Products to Create and Communicate Identity</p>	<p>9 Identity and the Self</p> <p>10 Personality, Values, and Lifestyles</p> <p>11 Social and Cultural Identity</p>
<p>5 Belonging</p>	<p>12 How Groups Define Us</p> <p>13 Social Class and Status</p> <p>14 Culture</p>

Figure 1.1 The Plan of the Book

A Branded World

Every day Gail encounters information about many competing products and services. Some of these don't capture her attention at all, whereas others are just a turnoff because they don't relate to "looks," people, or ideas with which she identifies. But others are very important to her because they help her to express a part of who she is—a sociable college student, responsible steward of the environment, *fashionista*, or whatever else matters to her.

A **brand** enables consumers to identify a particular company, product, or individual. It uses identifying markers to tell potential buyers not only what it does but also what it means and perhaps even the cultural values it stands for.² For example, Nike makes shoes and other athletic equipment, but the brand's role in our culture goes much farther than that. The famous "swoosh" logo is everywhere, and legions of "sneakerheads" pay impressive sums to collect vintage Nike shoes. The Nike brand also links to controversial social issues, such as child labor (the company's supply chain has reportedly used child labor in the past) and the Black Lives Matter movement (the company took an early and vocal stand on behalf of the former quarterback Colin Kaepernick, who was fired for showing his support for the cause on the football field).³

Whether it's the Super Bowl, Christmas shopping, national health care, newspaper recycling, CBD oil, body piercing, vaping, tweeting, or online video games, marketers play a significant role in our view of the world and how we live in it. And we increasingly live in a branded world, where advertisers promote events and places of all kinds.

This cultural impact is hard to overlook, although many people do not seem to realize how much marketers influence their preferences for movie and musical heroes; the latest fashions in clothing, food, and decorating choices; and even the physical features that they find attractive or ugly in people. For example, consider the product icons that companies use to create an identity for their products. Many imaginary creatures and personalities, from the Pillsbury Doughboy to the Jolly Green Giant, at one time or another were central figures in popular culture. In fact, it is likely that more consumers could recognize such characters than could identify past presidents, business leaders, or artists. Although these figures never really existed, many of us feel as if we "know" them, and they certainly are effective *spokescharacters* for the products they represent.

In addition to visual cues like the famous Nike Swoosh, the taste, texture, or smell of an item influences our evaluations of it. Similarly, a good website helps people to feel, taste, and smell with their eyes. We may be swayed by the shape and color of a package on the store shelf, as well as by more subtle factors, such as the



People often purchase a product because they like its image or because they feel its "personality" somehow corresponds to their own. Conversely, they may avoid a brand that clashes with their identity or beliefs. For example, many Nike supporters decided to boycott the brand after the Kaepernick incident, while other consumers deliberately switched to Nike to show their support.

Source: Eric Risberg/AP Images



Consumers form strong loyalties with their favorite brands or stores. If necessary, many are willing to camp out for a new product introduction, much like they would for scarce tickets at a big concert.

Source: Jeffrey Blackler/Alamy Stock Photo.

symbolism in a brand name, the imagery an ad uses, or even in the choice of a cover model for a magazine. These judgments are affected by—and often reflect—how a society feels people should define themselves at that point in time. Many product meanings lurk below the surface of packaging and advertising; we’ll discuss some of the methods marketers and social scientists use to discover or apply these meanings.

Like Gail, we shape our opinions and desires based on a mix of voices from around the world, which is becoming a much smaller place because of rapid advancements in communications and transportation systems. In today’s global culture, consumers often prize products and services that “transport” them to different places and allow them to experience the diversity of other cultures—even if only to watch others brush their teeth on YouTube.

Understanding Consumers Is Good Business

The bottom line for managers, advertisers, and other marketing professionals: Understanding consumer behavior is *good business*. The basic marketing concept that you (hopefully) remember from your basic marketing class states that organizations exist to satisfy needs. Marketers can satisfy these needs only to the extent that they understand the people or organizations that will use the products and services they sell. *Voila!* That’s why we study consumer behavior.

Successful companies understand that needs are a moving target. No organization—no matter how renowned for its marketing prowess—can afford to rest on its laurels. *Everyone* needs to keep innovating to stay ahead of changing customers and the marketplace. BMW is a great example. No one (not even rivals like Audi or Mercedes-Benz) would argue that the German automaker knows how to make a good car (although they may not agree with the company’s claim to be “the ultimate driving machine”). Still, BMW’s engineers and designers know they must understand how drivers’ needs will change in the future—even those loyal owners who love the cars they own today. The company is highly sensitive to such key trends as:

- A desire for environmentally friendly products
- Increasingly congested roadways and the movement by some cities, such as London and New York, to impose fees on vehicles in central areas
- New business models that encourage consumers to rent products only while they need them rather than buying them outright

BMW’s response: The company committed more than \$1 billion to develop electric BMWi models, such as its new i3 commuter car and i8 sports car. These futuristic-looking vehicles are largely made from lightweight carbon fiber to maximize the distance they can go between battery charges, and 25 percent of the interior plastic comes from recycled or renewable raw materials. In addition, BMW partnered with the Daimler AG group (Mercedes, etc.) to offer the Share Now carsharing service that boasts over four million members worldwide.⁴

That’s forward thinking.



BMW anticipates changes in consumer behavior as it develops electric car models like the i8 that satisfy dual desires for style and environmental responsibility.

Source: Ritu Manoj Jethani/Shutterstock

OBJECTIVE 1-2

Identify and discuss the technological and sociocultural trends that require constant monitoring to understand consumer behavior.

► Consumers, Society, and Technology: A Moving Target

Today many of us take for granted things that our grandparents only dreamed about. We instantly access people, places, and products with the click of a link. Many consumers travel to remote countries in a day rather than the weeks or months our ancestors needed if they ever left their places of birth at all.

Most of us now live in urban centers that bustle with people from many countries and that offer exotic foods from around the world. The United Nations defines a **megacity** as a metropolitan area with a total population of more than 10 million people. By 2011, there were already 20 such areas in the world. Researchers estimate that by 2030 three out of five people will live in cities.⁵

This concentration in urban centers, combined with population growth in developing countries and increasing demands for modernization by billions of people in booming economies such as China, India, and Brazil, is both a blessing and a curse. Quality of life for many everyday citizens is better than even that of the elite who lived several centuries ago (even kings bathed only once a month). On the other hand, millions live in squalor, children around the world go to bed hungry, and we all feel the effects unbridled growth contribute to pollution of our air, soil, and water. As we'll see later in the text, all these issues relate directly to our understanding of consumer behavior—and to the impact companies and customers have on our future and the world that we will leave to our children.

Social Media: The Horizontal Revolution

Word of mouth has always been a major force, but the explosion of social media takes “word of mouse” to a whole new level because it has created a **horizontal revolution**: Communications no longer just flow top-down from companies and established media to passive recipients (consumers). Today, they also flow *across* regular users (hence the word *horizontal* above, in case you were wondering).

Social media refers to the online means of communication, conveyance, collaboration, and cultivation among interconnected and interdependent networks of people, communities, and organizations enhanced by technological capabilities and mobility. Every day the influence of social media expands as more people join online communities. These include platforms like TikTok, Snapchat, Instagram, Facebook (for older folks?), and LinkedIn (for professional networking). The odds are good (really good) that you use one or more of these platforms on a regular basis. After all, about 81 percent of the total population of the U.S. (about 270 million of us) currently are active on social media.⁶ OK, you have our permission to take a 30-second break so you can check your social for updates . . .

It's fair to say that 24/7 access to smartphones and other social media devices has kindled a fascination among many of us with documenting *exactly* what we're doing and sharing the exciting news with others. A meal in a nice restaurant doesn't get touched until the diner posts a photo of it on Instagram. We may not learn that the person we're dating has broken up with us until we see they have changed their relationship status on Facebook. Today some of us wear tiny cameras that allow us to create a **lifelog** of every event we experience throughout the day.⁷

There's little doubt that the digital revolution is one of the most significant influences on consumer behavior, and the impact of the internet will continue to