

# CONSUMER BEHAVIOR

Human Pursuit of Happiness in the World of Goods

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Jill Avery, Sharon Beatty, Morris Holbrook,  
Robert Kozinets, **Banwari Mittal**,  
Priya Raghubir, and Arch G. Woodside

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**OPEN MENTIS**



# MY CB TEXTBOOK

## CONSUMER BEHAVIOR

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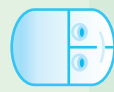
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## DEDICATION

To You, Dear Reader  
For choosing to come along, as we explore  
and illuminate the world of consumers.  
Enjoy the journey!

OPEN MENTIS



## P R E F A C E

### Your Pet Topic Not Included

At first we were paranoid. What if we ended up not including someone's pet topic? Then the answer hit us: If we missed it, students would still get it—from you, and much better. Relieved, we focused instead on making sure we included as many key topics as possible.

### Familiar Amalgam

Deeply conceptual. Utterly applied. Cognitive, information processing framework. Behavioral. Post-modernist. We couldn't choose. Aspiring to make this a comprehensive textbook to serve the needs of our discipline, we ended up with a little bit of everything.

### Play with Theories

To make all topics accessible to the student, we named and renamed some concepts, redrew a few flowcharts, and "decoded" many theories for simplicity. And to fill gaps in current CB Theory, we built some anew. Not to worry: to the student, *all* theories are new anyway.

### Teach Your Way

All content is made transparent to the student. So you won't have to spend all class time explaining the basics. It frees you instead to use the book as a launch pad for your own creative ways of teaching the subject.

### Yes, It Is A Textbook

Didactic. Conversational. Serious. Light. The book has the gravitas of the subject matter. But its prose and poetry is student-speak. We wrote it so even students who don't like textbooks may like it. Let's hope.

### Lofty Goal Unmet

Actually, we wanted absolutely, positively to enchant the student. Alas, that lofty goal is not fully met. But we are a strong contender. We offer this modest contribution for your consideration. And for a different kind of learning experience for your students.





# F E A T U R E S

## Auto Customized

The book can be taught (and read) in any order. Part III (Consumers' Environment) before Part II (Inside the Consumer's Mind), for example. Or Part IV (Decision Making) before Part II. Most (80%) of the chapters can be re-sequenced. Yes, even Chapter 12 (Post-Choice) before Chapter 11 (Choice)!

## Plenty To Do

Review+Rewind. Think+Apply. Practice+Experience. Fill in surveys. Score self on uniqueness, vanity, opinion leadership, and the like. And measure others a hundred ways (The book gives you that many measurement scales!). Analyze cases. Love stats? Survey data included. Satisfy your data crave!

## Globes Are Free

Those globes you see on the inside margins. We started counting. Somewhere in the middle of the book (when we reached 75), we gave up. If you end up counting them all, we will sure appreciate knowing.

## Facebook, Twitter, and Us

Yes, MyCBTextbook is on Facebook. And on Twitter. (Sorry, no Bebo.) Friend us. Follow us. Poke us. (There are prizes, every semester.) At this time, we have no clue what we will post. Knowing that in advance would have killed the mojo of these social networking sites (*SoNets*): *Spontaneity*. See you there!

## Google Love

We explain all CB concepts but not all proper nouns. We know readers are Google savvy. Hint, hint: Google, dear reader, Google. (Or *Bing* it.)

## Pun Intended

Often you will come across some chuckle-producing tidbits. Like the one about the intriguing game of *Chessboxing* (Chapter 2). Or an the example of ... (shhhh..!) in the cognitive learning section of Chapter 4 on page .... (shhhh...!); Or (shhhh...!). Well, you get the idea. Please, please, let your fellow readers discover these by themselves.

And, these may make you forget that it is a textbook. That would be an illusion. This is a textbook alright. The world's second most fascinating book on CB, actually. And just as illuminating. Enjoy it!





## ACKNOWLEDGMENT

1

To *MyCBBook* ([www.mycbbook.com](http://www.mycbbook.com)), from which the present book generously borrows (80%) the content and the prose.

2

To hundreds of CB Scholars and researchers, whose labors and insights have produced the body of knowledge this book ventures to paraphrase and explain.

3

To authors of all CB textbooks—Eric Arnould, Del Hawkins, Wayne Hoyer, Leslie Kanuk, Debbie MacInnis, Paul Miniard, Jerry Olsen, J. Paul Peter, Linda Price, Leon Schiffman, Jagdish Sheth, Michael Solomon, among others—who blazed the path this book now follows.

4

To CB educators at various schools, whose professional reviews of the manuscript improved it exponentially, and whose enthusiasm for its distinctions sustained the book's resolve.

5

To CB professors and students who embraced our first edition (*MyCBBook*)—with its faults and all, and with nurturing feedback and undiminished enthusiasm helped us improve this book.

6

To the organizations (see photo and content credits) who generously shared valuable images and information included in the book.

7

To professional colleagues around the world, who, over the years, have supported our modest academic—knowledge building and knowledge disseminating—writings. It is to their collective goodwill that we owe the desire and drive to offer this book.

TO YOU ALL, OUR SINCERE GRATITUDE.



The Flat World



# FOR INTERNATIONAL READERS

HUMANS ARE HUMANS

Consumers are humans first. Their marketplace behavior gets its nourishment from the wellspring of human behavior. A majority of CB concepts (80%) are actually concepts and theories about universal human behavior. They are, at their core, country-neutral.

CONSUMERS ARE CONSUMERS

Consumers learn brand images through classically conditioned associations. In high involvement conditions, they elaborate the message. Rational consumer attitudes are based on brand beliefs. Consumers are info-misers and use heuristics (rules of thumb). Framing biases their judgments. Reference groups influence consumers in three separate ways. Consumers use products as identity markers. They use brand stories to enact their own life dramas. Consumers can't count their money correctly... On and on, the book reveals and explains these CB theories—with zeal unstoppable by context, country, culture.

This is because ALL consumers behave this way—whether they are shopping at a department store in New York, a boutique shop in Singapore, a floating market in Thailand, or medieval street markets in Morocco.

The WORLD IS FLAT

Lenovo, LG, Samsung, Sony, Dove, Chanel, Diesel, Billabong, Yellow Tail, Oolong—these non-U.S. brands are today truly global. Among stores, Seven-Eleven, a U.S. headquartered company, has a store in every city block in Japan, and Hermès opened its first store in Sao Paolo in 2009. No good marketing book today can be anything but INTERNATIONAL.

GLOBAL REMIX SERVED

But country and culture do add alluring, vibrant colors on the canvas of universal consumer behavior. The book samples these from far and wide—not only in the examples (e.g., Modern Sound in Seoul, Lingerie Perdue in Saudi Arabia, and Romancing Singapore Campaign) but also in concepts (e.g., *face saving* in China) and in research studies (e.g., brand communities in Spain, Austria, and Switzerland). Look for the globe icons.

TALES FROM THE WEST

About readers not from North America, one thing is certain. Either your marketplace is similar to the marketplace in the U.S. (many Western European countries and urban centers around the world are), or it is dissimilar. Either way, tales from the West can be fascinating—and what 20-something in the new century doesn't want to read about the New World consumers and marketplace? Admiration, curiosity, critiquing, differentiation—any reason is a good reason.

NOW TRANSLATE THIS, DUDE/ DUDESS!

When given a project to do, students often ask for a sample report as a guide. An ideal sample report is one that resembles but is not a carbon copy of the purported student report. So the book is an invitation to this general experiential project: Here is how this specific CB concept works in the country implied in the book. Now go find out how it works in your country. Students learn if they find it to be similar. They learn even more if they find it to be dissimilar. True learning comes more from that which is different from the already familiar.

W E L C O M E T O T H E E X C U R S I O N !



## Yes, My CB Textbook is on Facebook

**Poke us. Befriend us.**

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- . Connect with other readers.

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- . What was your immediate experience?
- . Doing any special CB project? Share it?

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What is on your mind about CB?

**INFORMATION**

**Born:** January 1, 2010  
**Physical:** 8.5 x 11 x 1 , 4 lbs  
**Purpose:** To illuminate CB  
**Style:** Breezy  
**Passion:** Observing Consumers  
**Self-concept:** A college textbook that even students who don't like textbooks will like.

**CB-learner**  
Wow, these CB concepts are cool. But how do I remember them for the test?

**CB-maestro**  
u gotta make up some cool mnemonics, dude.

**CB-Guru**  
no, what u need to do is *elaborate* (see Chap 4)—think. apply. experience. chat. blend. live. experience more. reminisce!

**CB-enchanted**  
 Pete Healy

**CB-Happy**  
 Ashley Williams

[See all](#)

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What are you reading about CB right now?

Just finished reading fascinating stuff on metrosexuals (Ch 14) @CBaware

Reading about the BIG Life Project (Ch 6). I am fired up!! @CBcool

“Consumers persuade themselves...” (Ch 8); I just read it. Opened my eyes! @CBdigger

**Name:** My CB Textbook

**Web:** mycbtextbook.com

**Bio:** 752 pages, 4 color, hardcover.

**Explaining concepts and applications of Consumer Behavior**

**Mojo:** The World's Second Most Fascinating Book on Consumer Behavior

Following ...  
Followers ...

About [www.MyCBTextbook.com](http://www.MyCBTextbook.com)



IN THE SCHOOL OF LIFE

## BEYOND THE CLASSROOM

The book offers a repertoire of CB knowledge. In a semester-long course, you will cover most of it and pave the way for the student to read the rest of it later, read all of it again, and re-read it selectively outside of the “read and test” framework. In the school of life, we are students forever, and the book is designed to serve as a resource beyond the classroom, for the life-long student in us, to keep and savor for years to come.

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