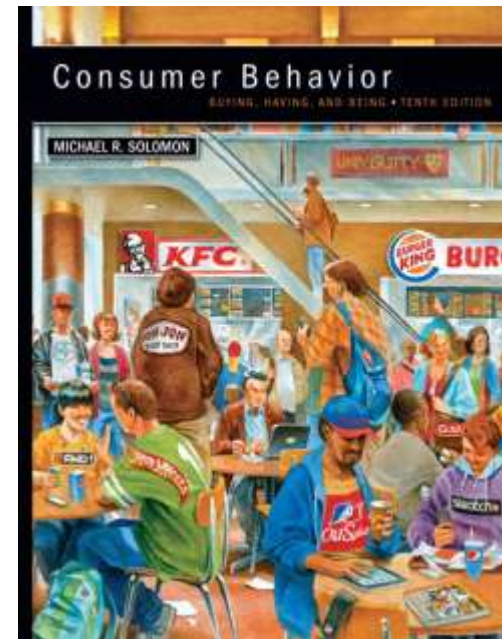


Chapter 1

Buying, Having, Being

**CONSUMER
BEHAVIOR, 10e**
Michael R. Solomon



Learning Objective 1



- Consumers use products to help them define their identities

Consumer Identity as an Aid to Marketers

- Consumers segmented by demographics and psychographics
- Consumers understood in part based on their consumption communities and reference groups
- Brands target consumers using market segmentation strategies
- Consumers may choose brands that match with their own identities

What is Consumer Behavior?

Consumer behavior: 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.



For Reflection

- Do your consumption choices differ depending upon the role you are playing at the time?
- Give examples from your own life.
- How do your choices as a consumer differ depending upon whether you are in the role of student, child, employee, and so on?

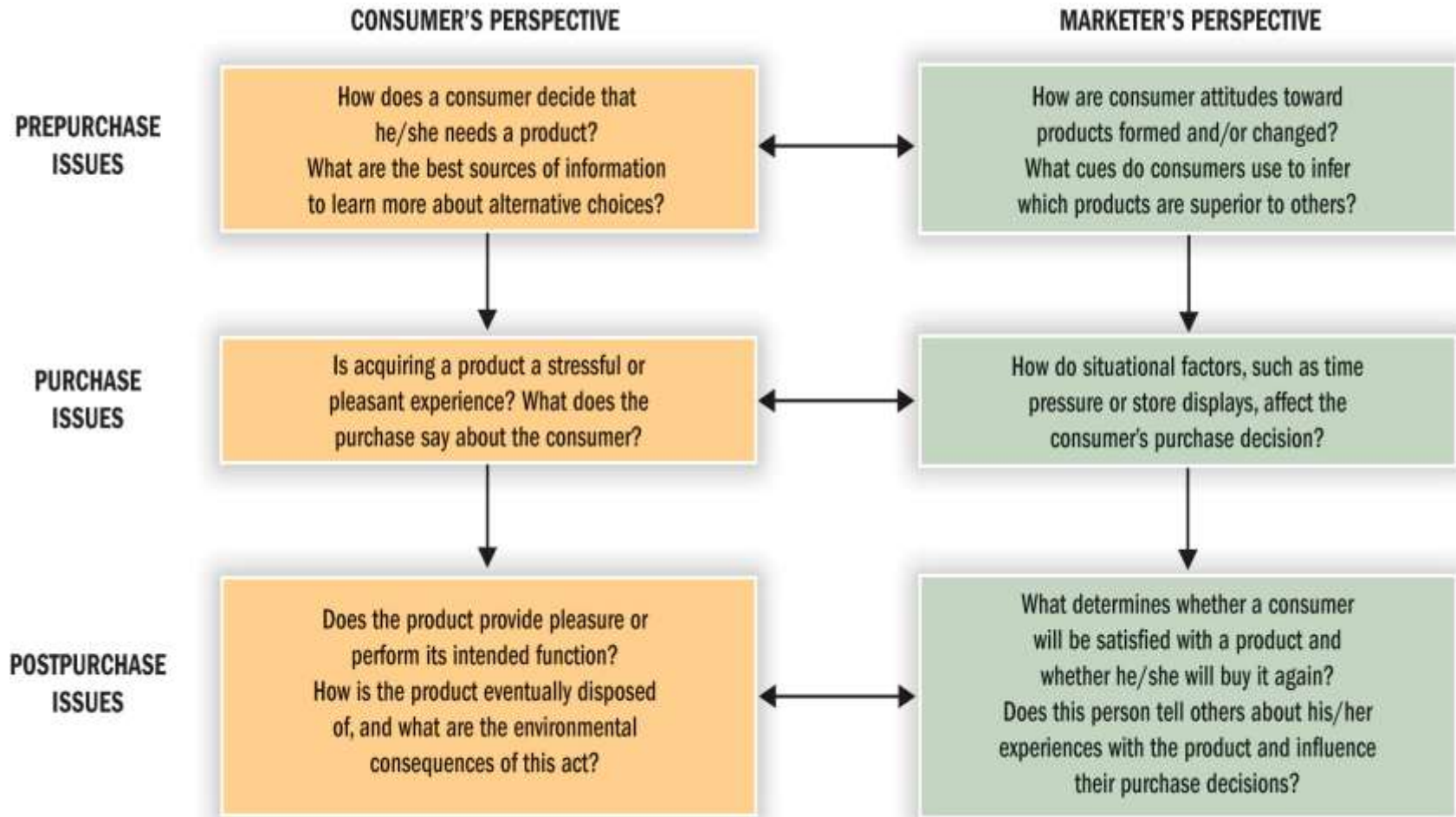
Learning Objective 2

- Consumer behavior is a process.



Figure 1.1

Stages in the Consumption Process



For Reflection

- Thinking about the three stages in the consumption process, what issues do you consider in each stage when you are making important decisions?

Learning Objective 3

- Marketers need to understand the wants and needs of different consumer segments.



Segmenting Consumers: Demographics

Demographics:

- Age
- Gender
- Family structure
- Social class/income
- Race/ethnicity
- Geography



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Popular Culture

- Music
- Movies
- Sports
- Books
- Celebrities
- Entertainment

Marketers influence preferences for movie and music heroes, fashions, food, and decorating choices.

Consumer-Brand Relationships

- Self-concept attachment
- Nostalgic attachment
- Interdependence
- Love

Consumer-Brand Relationships

We find that consumers may develop relationships with brands over time. The slide lists some of the types of relationships we may see between consumers and their brands.

- Self-concept attachment means that the product helps to establish the user's identity.
- Nostalgic attachment means the product serves as a link to the consumer's past.
- Interdependence means that the product is a part of the user's daily routine.
- Love means that the product elicits emotional bonds of warmth, passion, or other strong emotion.

For Reflection

- What kind of relationship do you have with your car?
- Do these feelings correspond to the types of relationships consumers may develop with products?
- How do these relationships affect your behavior?

Learning Objective 4

- The Web is changing consumer behavior.



Social Media

- Social media are 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.

For Reflection

- Did you know
 - If you were paid \$1 for every time an article was posted on Wikipedia, you'd earn \$156.23/hour?
 - 80% of companies use LinkedIn as their primary recruiting tool?
 - More than 1.5 billion pieces of content are shared on Facebook daily?

Learning Objective 5

- Our beliefs and actions as consumers strongly connect to other issues in our lives.

Marketing Ethics and Public Policy

- Business ethics are rules of conduct that guide actions in the marketplace
- There are cultural differences in what is considered ethical.

Do Marketers Create Artificial Needs?

Objective of marketing: create awareness that needs exist, not to create needs

- Need: a basic biological motive
- versus**
- Want: one way that society has taught us that the need can be satisfied

Are Advertising & Marketing Necessary?

Does advertising foster materialism?

- Products are designed to meet existing needs;
- Advertising only helps to communicate their availability

Do Marketers Promise Miracles?

- Advertisers simply do not know enough about people to manipulate them



Public Policy & Consumerism

Concern for the welfare of consumers

Department of Agriculture

Federal Trade Commission

Food and Drug
Administration

Securities and Exchange
Commission

Environmental Protection
Agency

For Reflection

Advertisers are often blamed for promoting a materialistic society by making their products as desirable as possible.

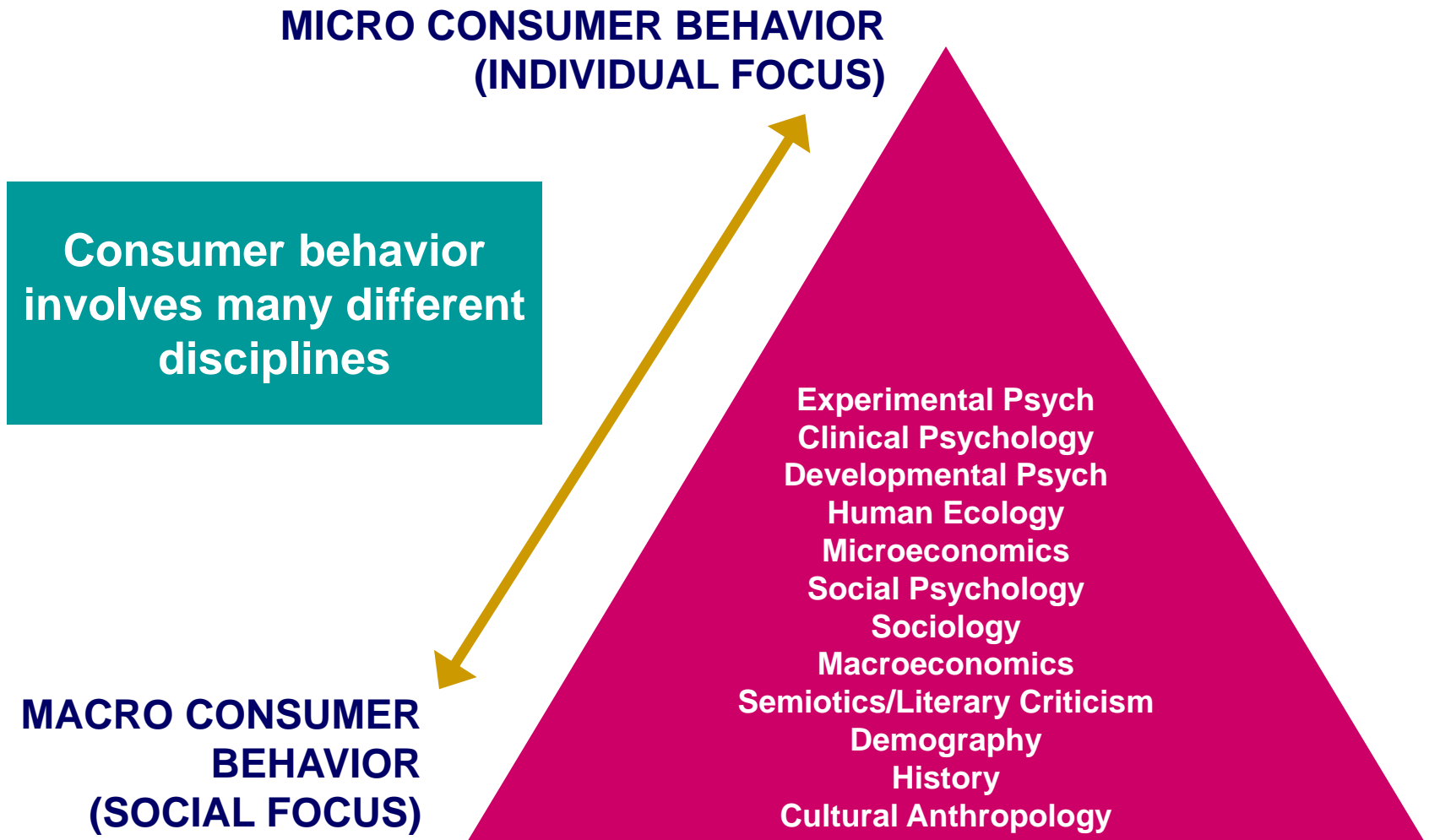
- Do you agree with this?
 - If yes, is materialism a bad thing?
 - If no, what are your reasons?

Learning Objective 6

Many specialists study consumer behavior.

Disciplinary Focus	Product Role
Experimental Psychology	Perception, learning, and memory processes
Clinical Psychology	Psychological adjustment
Human Ecology	Allocation of individual or family resources
Social Psychology	Behavior of individuals as members of social groups
Sociology	Social institutions and group relationships
Macroeconomics	Consumers' relations with the marketplace
Demography	Measurable characteristics of a population
History	Societal changes over time
Cultural Anthropology	Society's beliefs and practices

Figure 1.2 Disciplines in Consumer Research



Learning Objective 7

- There are two major perspectives on consumer behavior:
 - Positivist approach
 - Interpretivist approach

Learning Objective 7

- We call a set of beliefs that guide our understanding of the world a paradigm. Some belief consumer behavior is in the midst of a paradigm shift, which occurs when a competing paradigm challenges the dominant set of assumptions. The basic set of assumptions underlying the dominant paradigm is positivism or modernism. It emphasizes that human reason is supreme and there is a single, objective truth that science can discover.
- The newer paradigm of interpretivism (or postmodernism) questions these assumptions. This perspective argues that societal beliefs deny the complex social and cultural world in which we really live.

Table 1.3

Positivist versus Interpretivist Approaches

Assumptions	Positivist Approach	Interpretivist Approach
Nature of reality	Objective, tangible Single	Socially constructed Multiple
Goal	Prediction	Understanding
Knowledge generated	Time free Context-independent	Time-bound Context dependent
View of causality	Existence of real causes	Multiple, simultaneous shaping events
Research relationship	Separation between researcher and subject	Interactive, cooperative with researcher being part of phenomenon under study

For Reflection

- How do you think the two paradigms of consumer research affect the choices marketers make in targeting consumer segments?

Chapter Summary

- Consumer behavior is a process.
- Consumer use products and brands to define their identity to others.
- Consumers from different segments have different needs and wants.
- Consumer behavior benefits from several fields.
- There are two major perspectives guiding our study of consumer behavior.