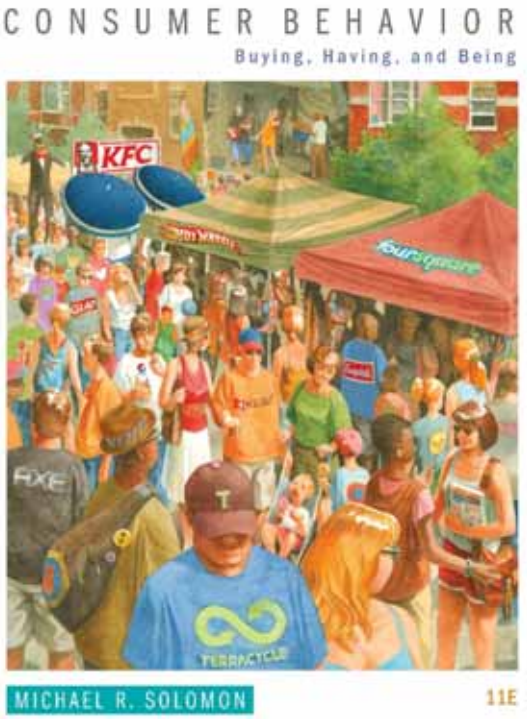
1
Buying, Having, Being

CONSUMER BEHAVIOR, 11e

Michael R. Solomon



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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.



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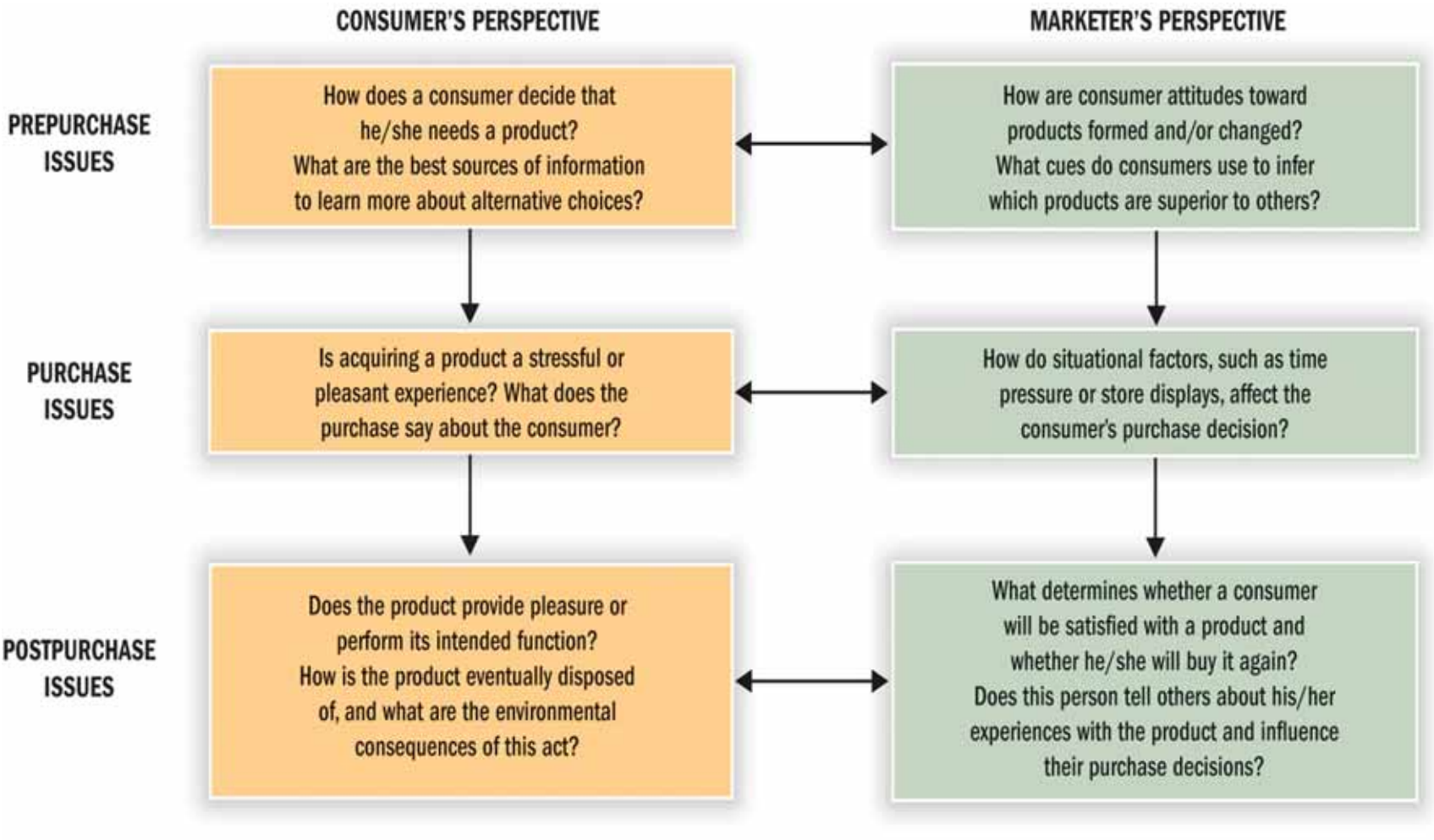
Figure 1.1
Stages in the Consumption Process



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For Reflection

- How do you decide that you need a product?
- What about a purchase makes it pleasant or stressful for you?
- When using the product, what determines if the experience is pleasant?

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Learning Objective 2

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



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Segmenting Consumers: Demographics

Demographics:

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



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Redneck Bank Targets by Social Class



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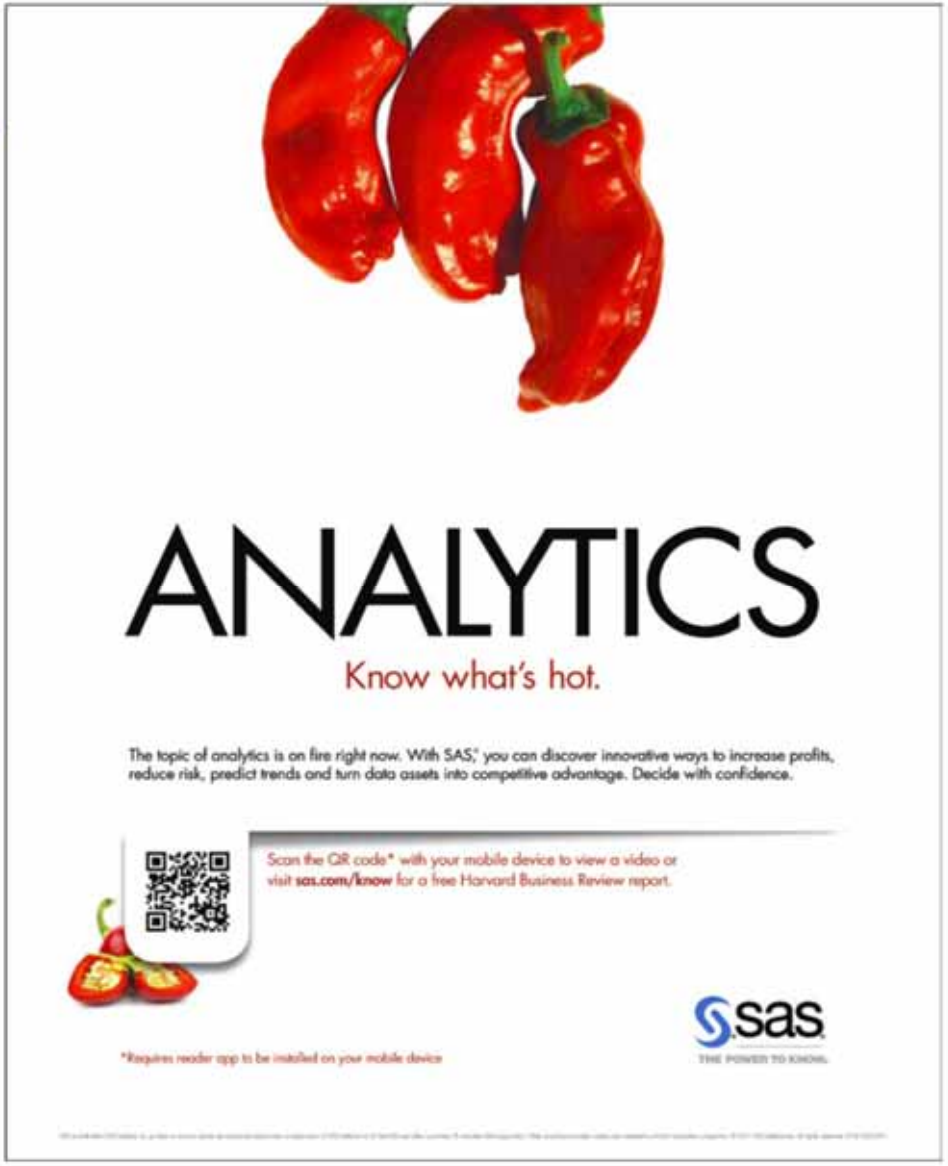
Big Data



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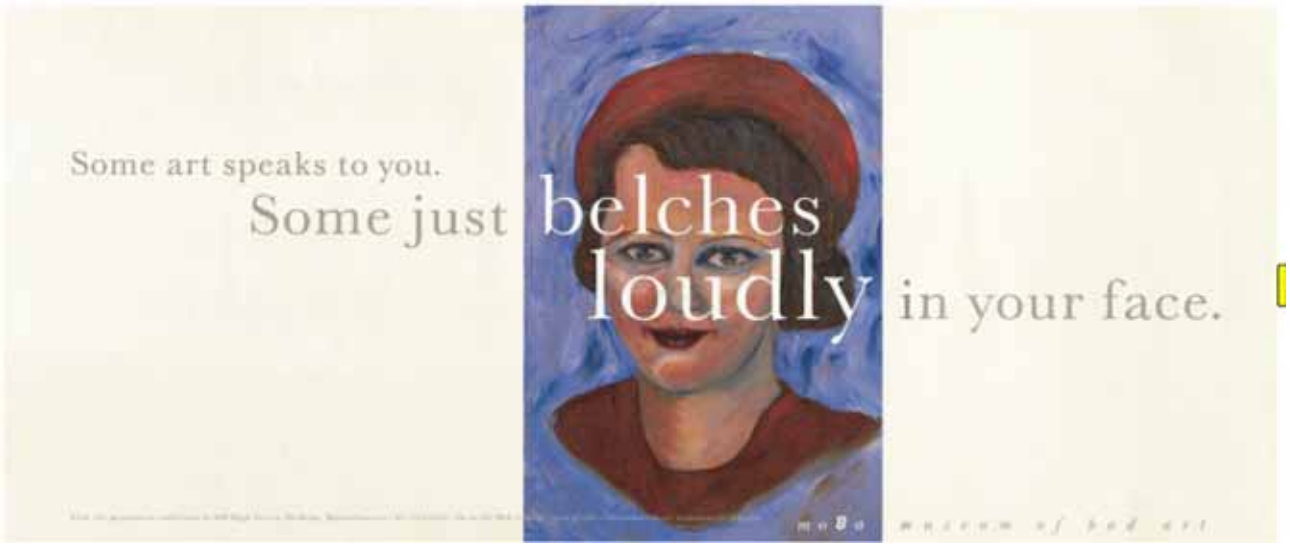
Learning Objective 3

- Our choices as consumers relate in powerful ways to the rest of our lives.



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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.

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Consumer-Brand Relationships

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

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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.

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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?

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Learning Objective 4

- Our motivations to consume are complex and varied.



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Classifying Consumer Needs

- Need for affiliation
- Need for power
- Need for uniqueness

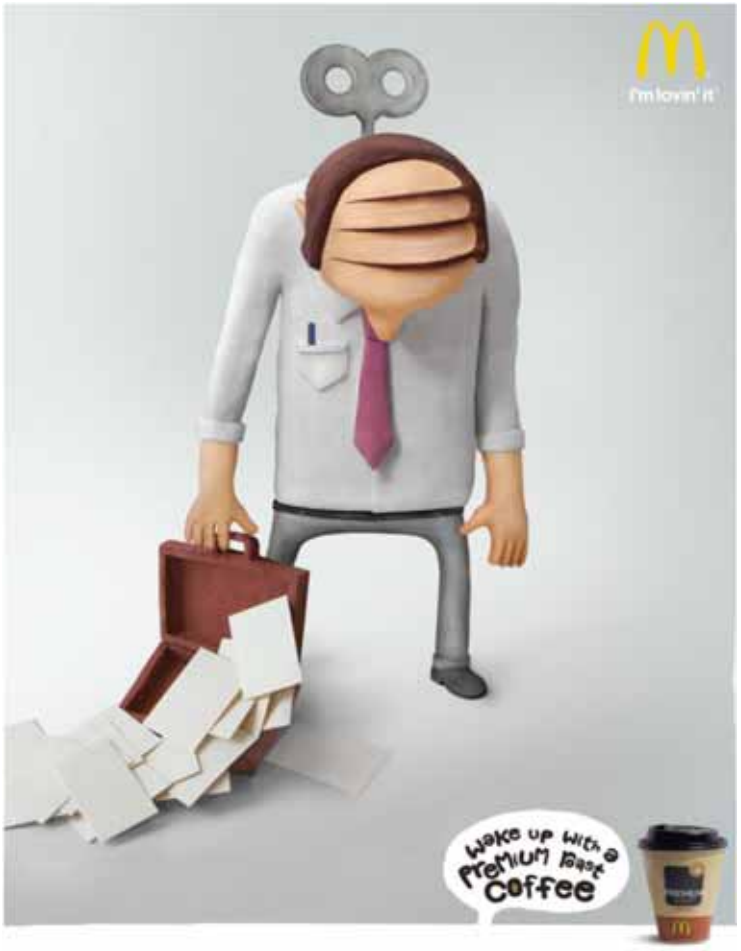

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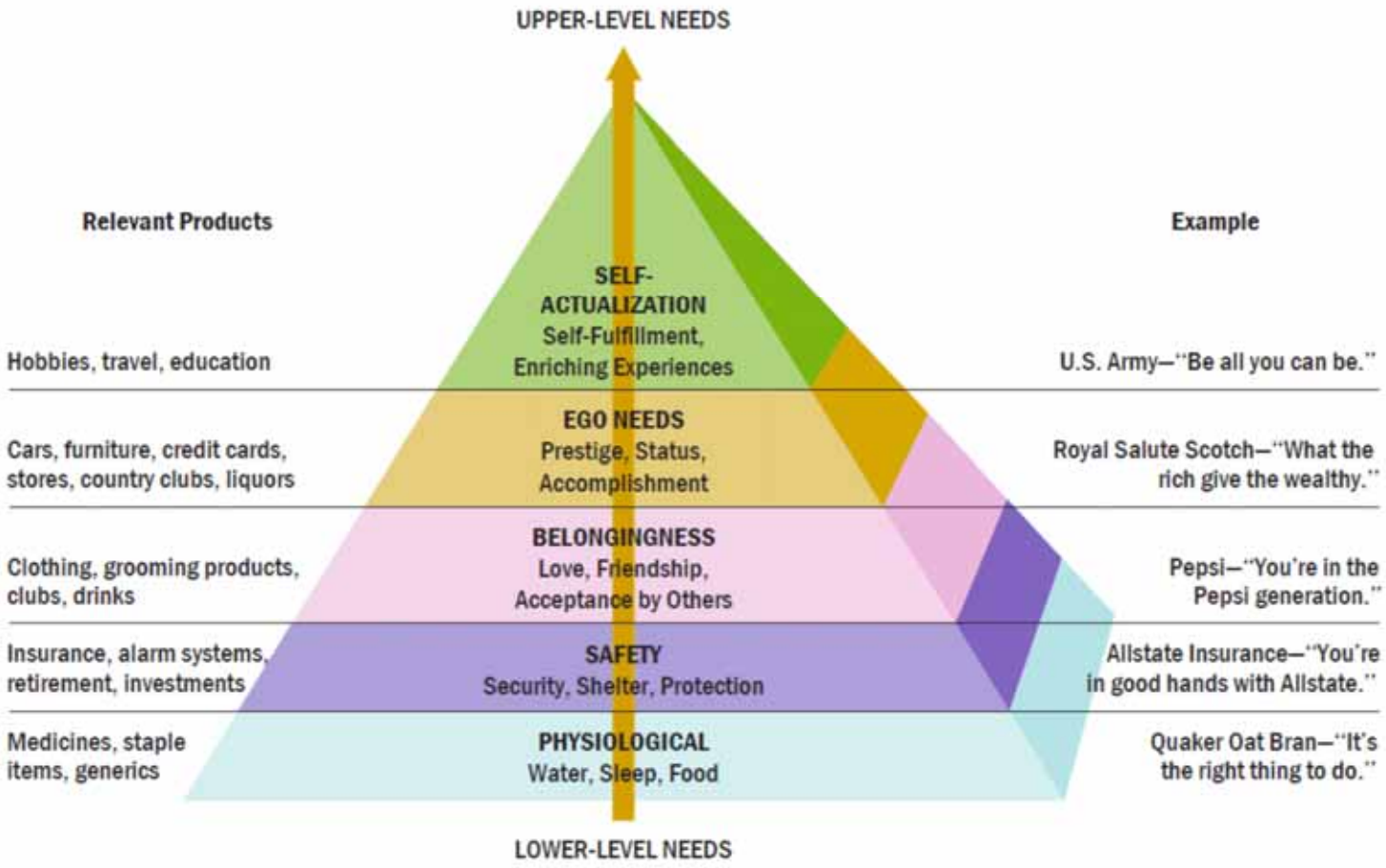
Figure 1.2 Maslow's Hierarchy of Needs



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Learning Objective 5

- Technology and culture create a new "always on" consumer.



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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

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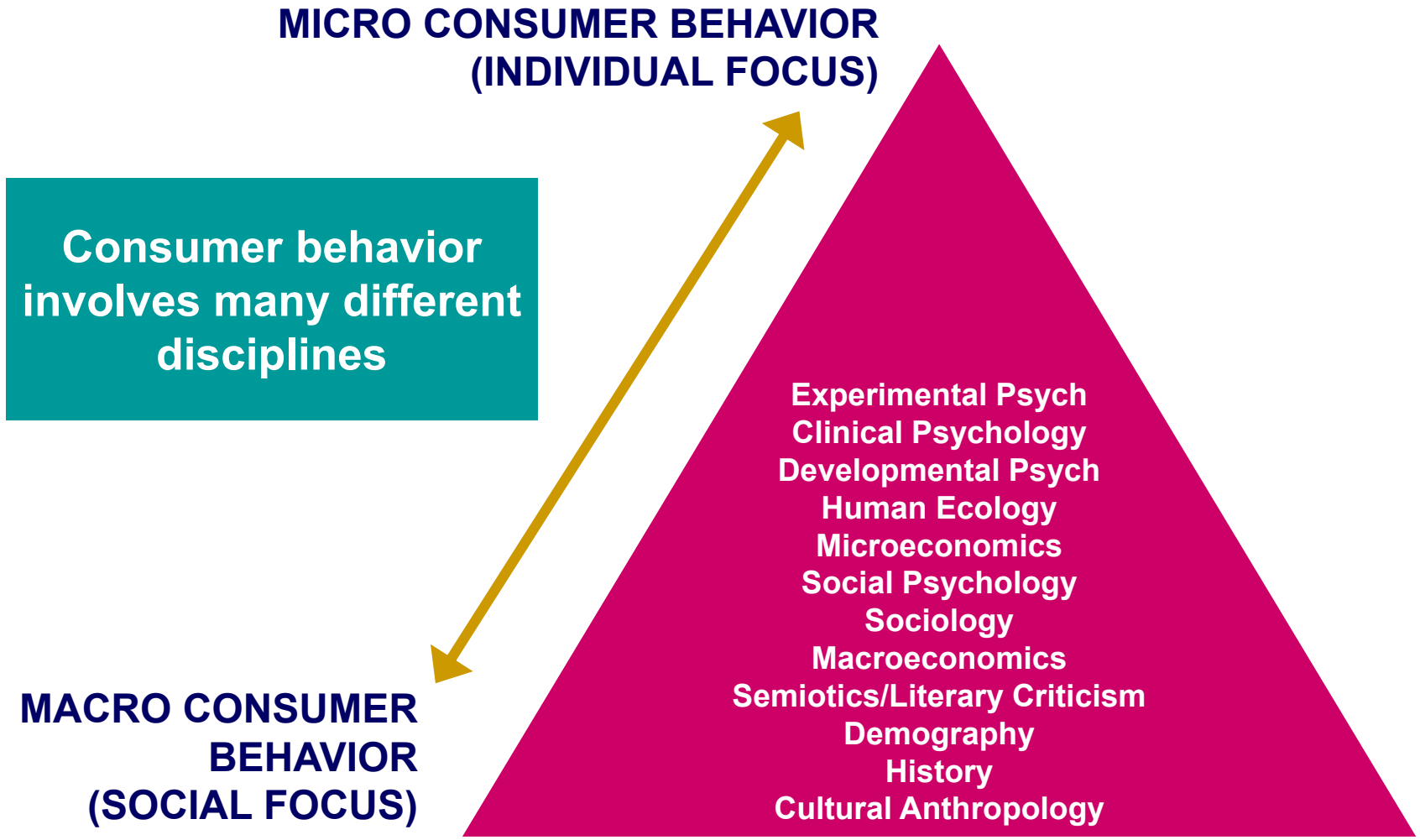
Figure 1.3 Disciplines in Consumer Research



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Learning Objective 7

- There are differing perspectives regarding how and what we should understand about consumer behavior:
  - Positivist approach
  - Interpretivist approach

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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.

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Table 1.2
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 Contest 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

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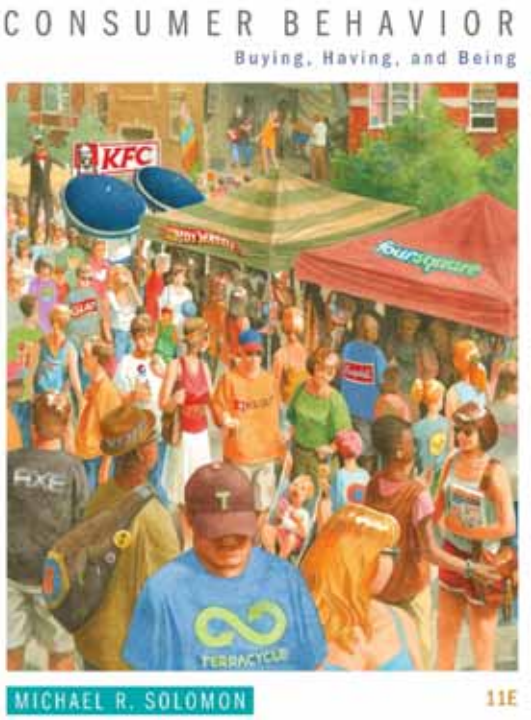
2
Decision Making

CONSUMER BEHAVIOR, 11e

Michael R. Solomon



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Chapter Objectives

1. The three categories of consumer decision-making are cognitive, habitual, and affective.
2. A cognitive purchase decision is the outcome of a series of stages that results in the selection of one product over competing options.

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Chapter Objectives (Cont.)

3. We often fall back on well-learned “rules-of-thumb” to make decisions.
4. We make some decisions on the basis of an emotional reaction rather than as the outcome of a rational thought process.

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Learning Objective 1

- The three categories of consumer decision-making are cognitive, habitual, and affective.

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Figure 2.1 Three Types of Decision-Making



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Figure 2.2 Conceptualizing Involvement

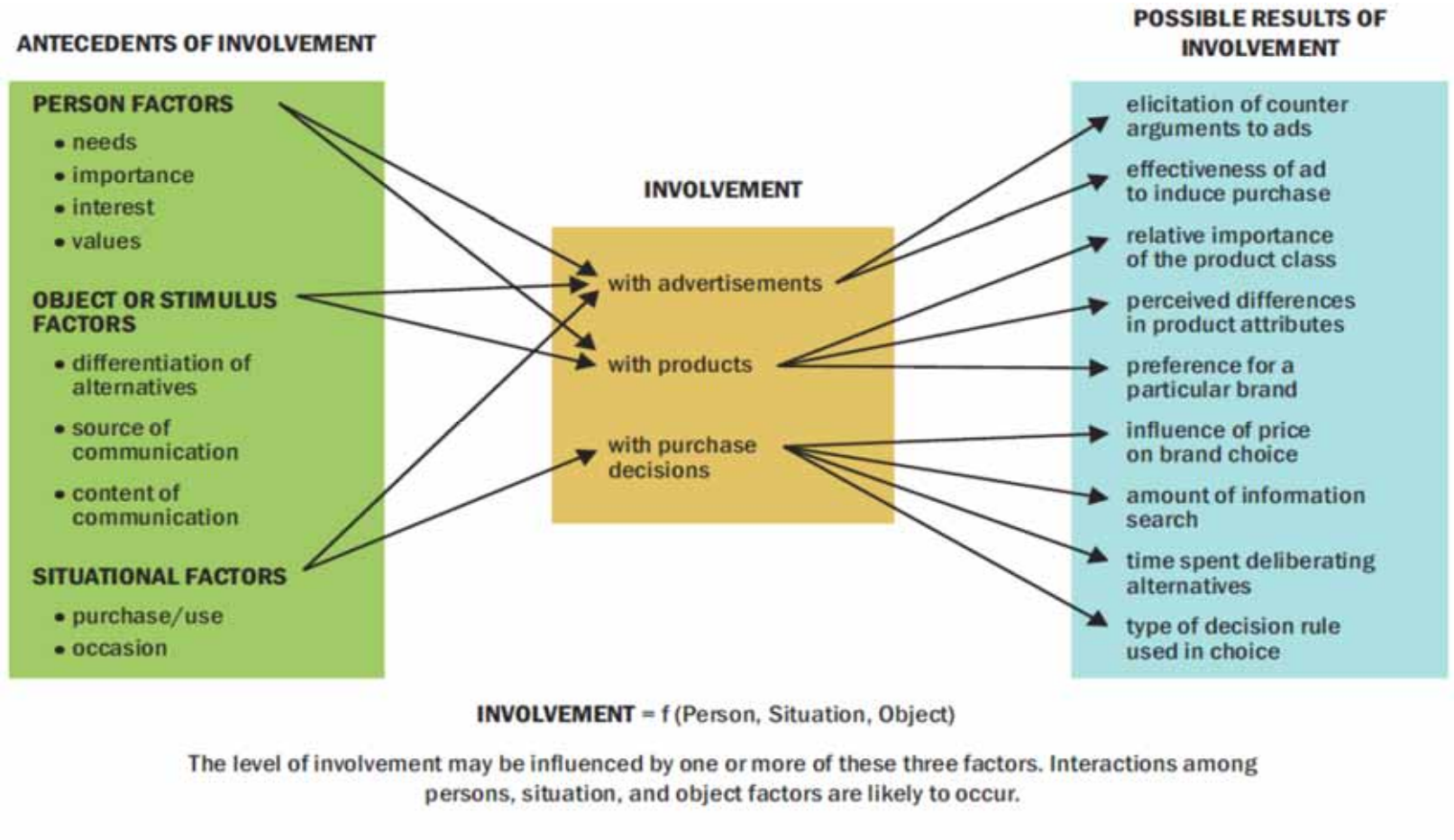

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Table 2.1 A Scale to Measure Involvement

TABLE 2.1 A Scale to Measure Involvement

To Me [Object to Be Judged] Is		
1. important	_:_:_:_:_:_:_	unimportant*
2. boring	_:_:_:_:_:_:_	interesting
3. relevant	_:_:_:_:_:_:_	irrelevant*
4. exciting	_:_:_:_:_:_:_	unexciting*
5. means nothing	_:_:_:_:_:_:_	means a lot to me
6. appealing	_:_:_:_:_:_:_	unappealing*
7. fascinating	_:_:_:_:_:_:_	mundane*
8. worthless	_:_:_:_:_:_:_	valuable
9. involving	_:_:_:_:_:_:_	uninvolving*
10. not needed	_:_:_:_:_:_:_	needed

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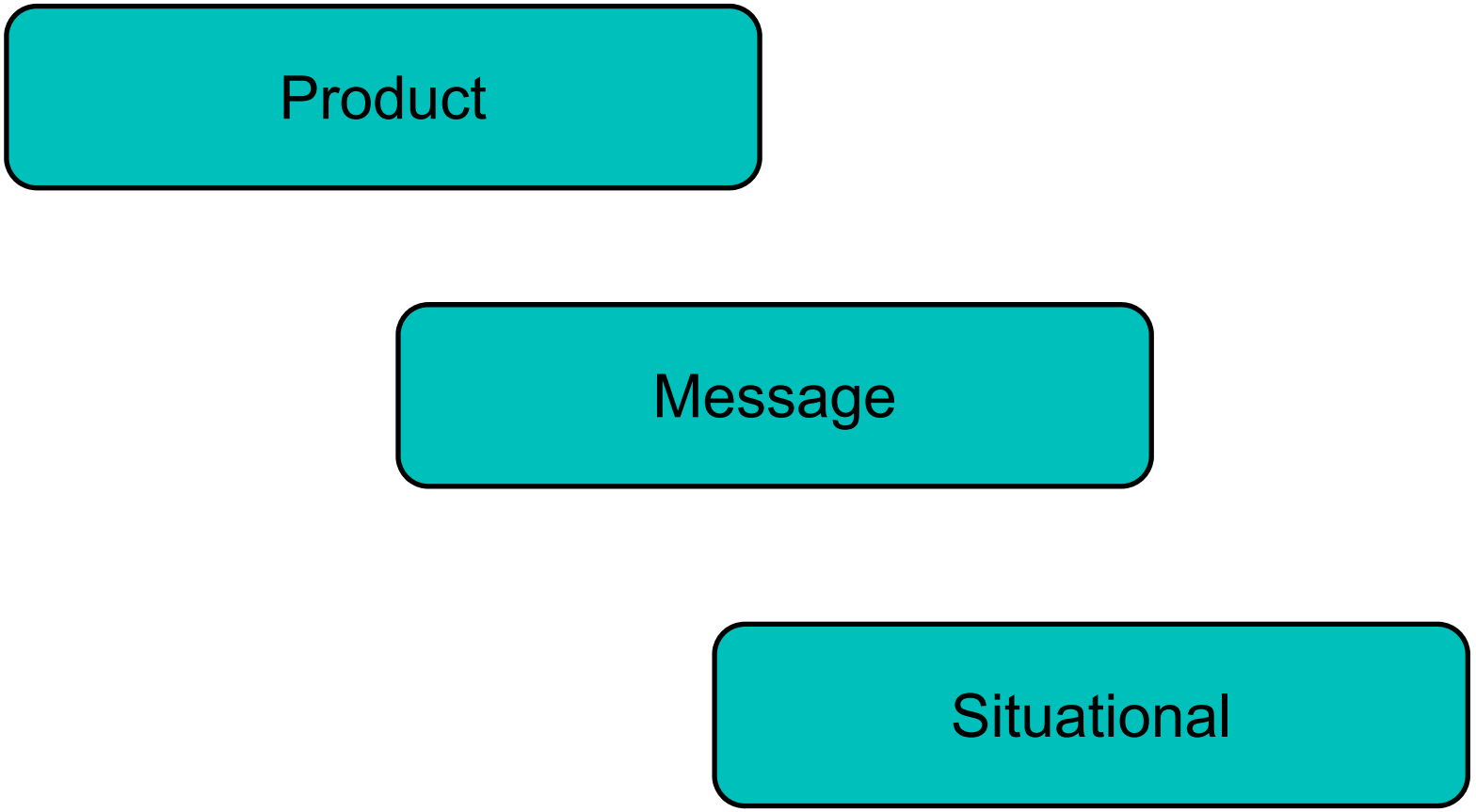
Types of Involvement



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Types of Involvement

Product involvement is a consumer's level of interest in a particular product. As a rule, product decisions are likely to be highly involving if the consumer believes there is perceived risk.

Message involvement refers to the influence media vehicles have on the consumers. Print is a high-involvement medium while television tends to be considered a low-involvement medium.

Situational involvement takes place with a store, website, or a location where people consume a product or service. One way to increase this kind of involvement is to personalize the messages shoppers receive at the time of purchase.

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Minolta Understands Perceived Risk



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Five Types of Perceived Risk

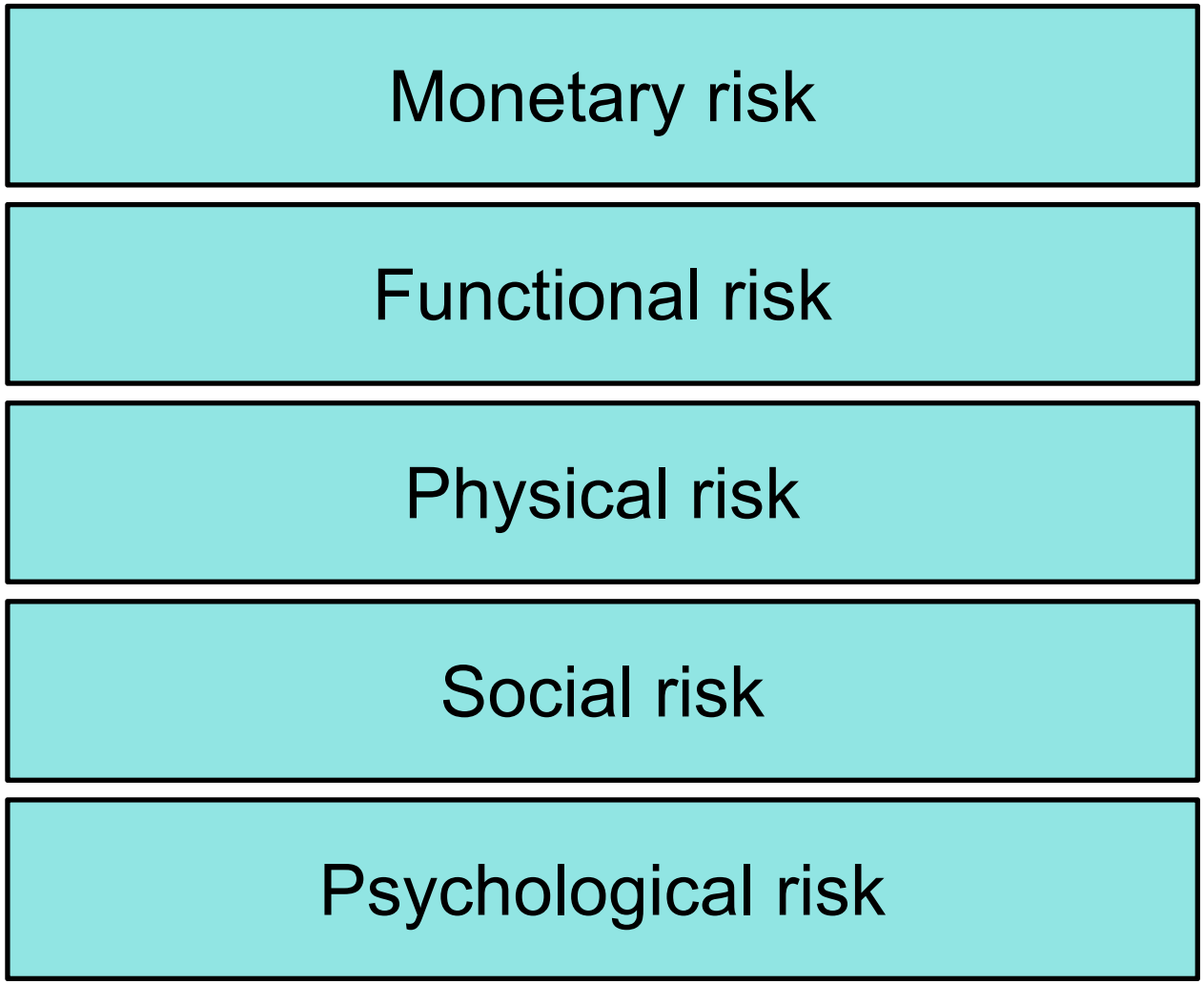

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Figure 2.4 Five Types of Perceived Risk

	BUYERS MOST SENSITIVE TO RISK	PURCHASES MOST SUBJECT TO RISK
MONETARY RISK	Risk capital consists of money and property. Those with relatively little income and wealth are most vulnerable.	High-ticket items that require substantial expenditures are most subject to this form of risk.
FUNCTIONAL RISK	Risk capital consists of alternative means of performing the function or meeting the need. Practical consumers are most sensitive.	Products or services whose purchase and use requires the buyer's exclusive commitment are most sensitive.
PHYSICAL RISK	Risk capital consists of physical vigor, health, and vitality. Those who are elderly, frail, or in ill health are most vulnerable.	Mechanical or electrical goods (such as vehicles or flammables), drugs and medical treatment, and food and beverages are most sensitive.
SOCIAL RISK	Risk capital consists of self-esteem and self-confidence. Those who are insecure and uncertain are most sensitive.	Socially visible or symbolic goods, such as clothes, jewelry, cars, homes, or sports equipment are most subject to social risk.
PSYCHO-LOGICAL RISK	Risk capital consists of affiliations and status. Those lacking self-respect or attractiveness to peers are most sensitive.	Expensive personal luxuries that may engender guilt, durables, and services whose use demands self-discipline or sacrifice are most sensitive.

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An Appeal to Social Risk



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Charmin Leverages Product and Situational Involvement



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For Reflection

- What risky products have you considered recently?
- Which forms of risk were involved?

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Learning Objective 2

- A cognitive purchase decision is the outcome of a series of stages that results in the selection of one product over competing options.

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Steps in the Decision-Making Process

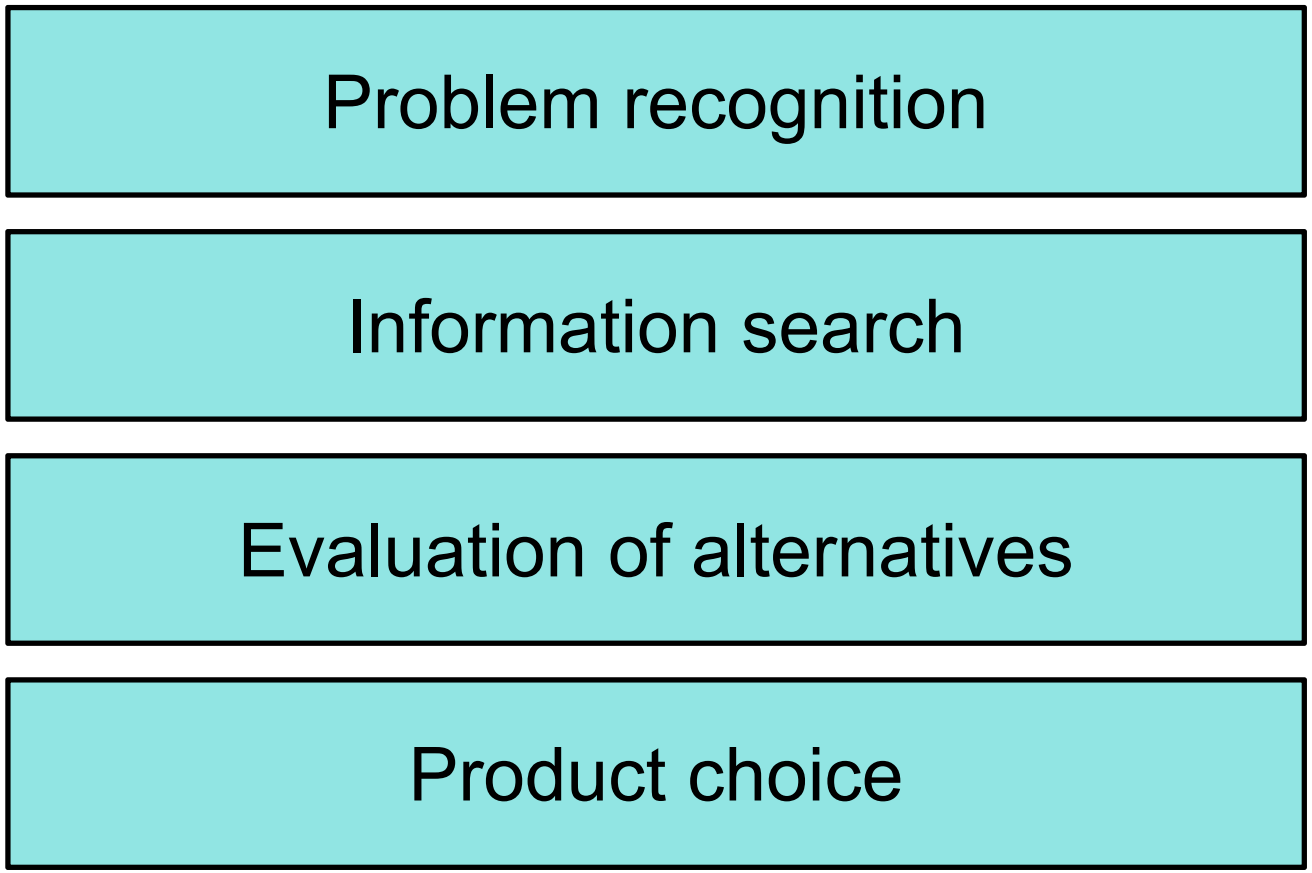

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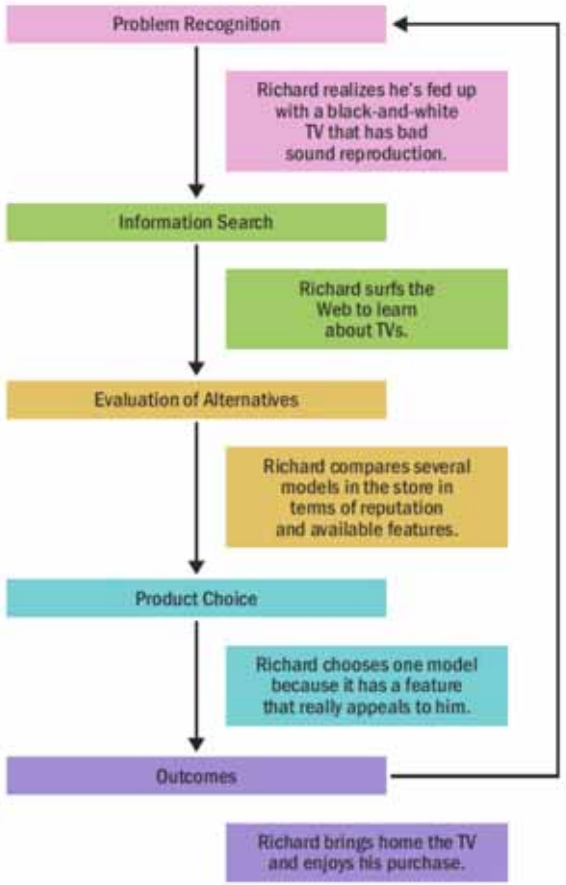
Figure 2.5 Stages in Consumer Decision Making



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Stage 1: Problem Recognition

- Occurs when consumer sees difference between current state and ideal state
  - Need recognition: actual state declines
  - Opportunity recognition: ideal state moves upward



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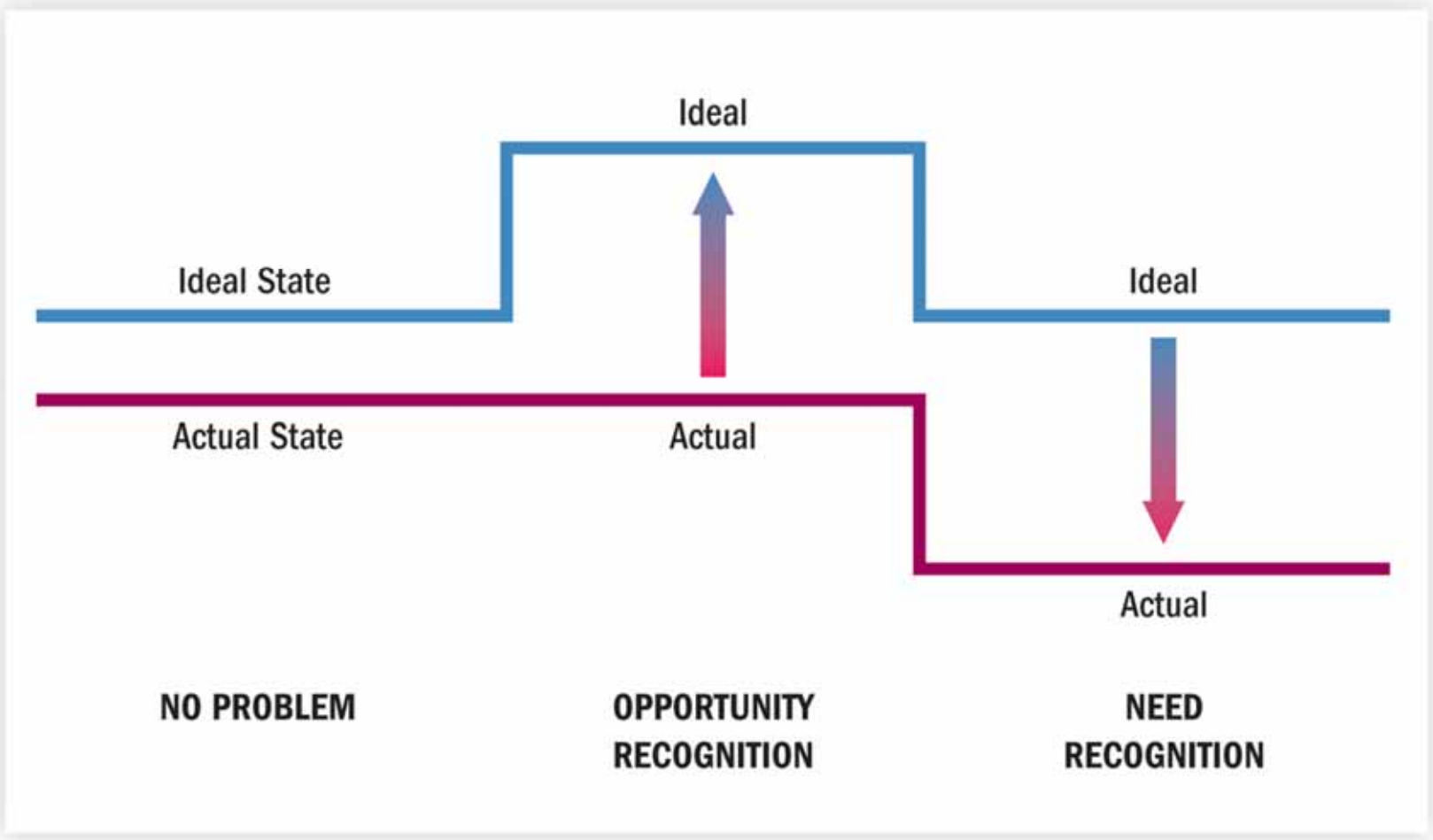
Figure 2.6 Problem Recognition



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For Reflection

- Is it a problem that consumers have too many choices? Would it be better to have less choices? How does it affect consumer decision-making?

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Stage 2: Information Search

- The process by which we survey the environment for appropriate data to make a reasonable decision
  - Prepurchase or ongoing search
  - Internal or external search
  - Online search and cybermediaries

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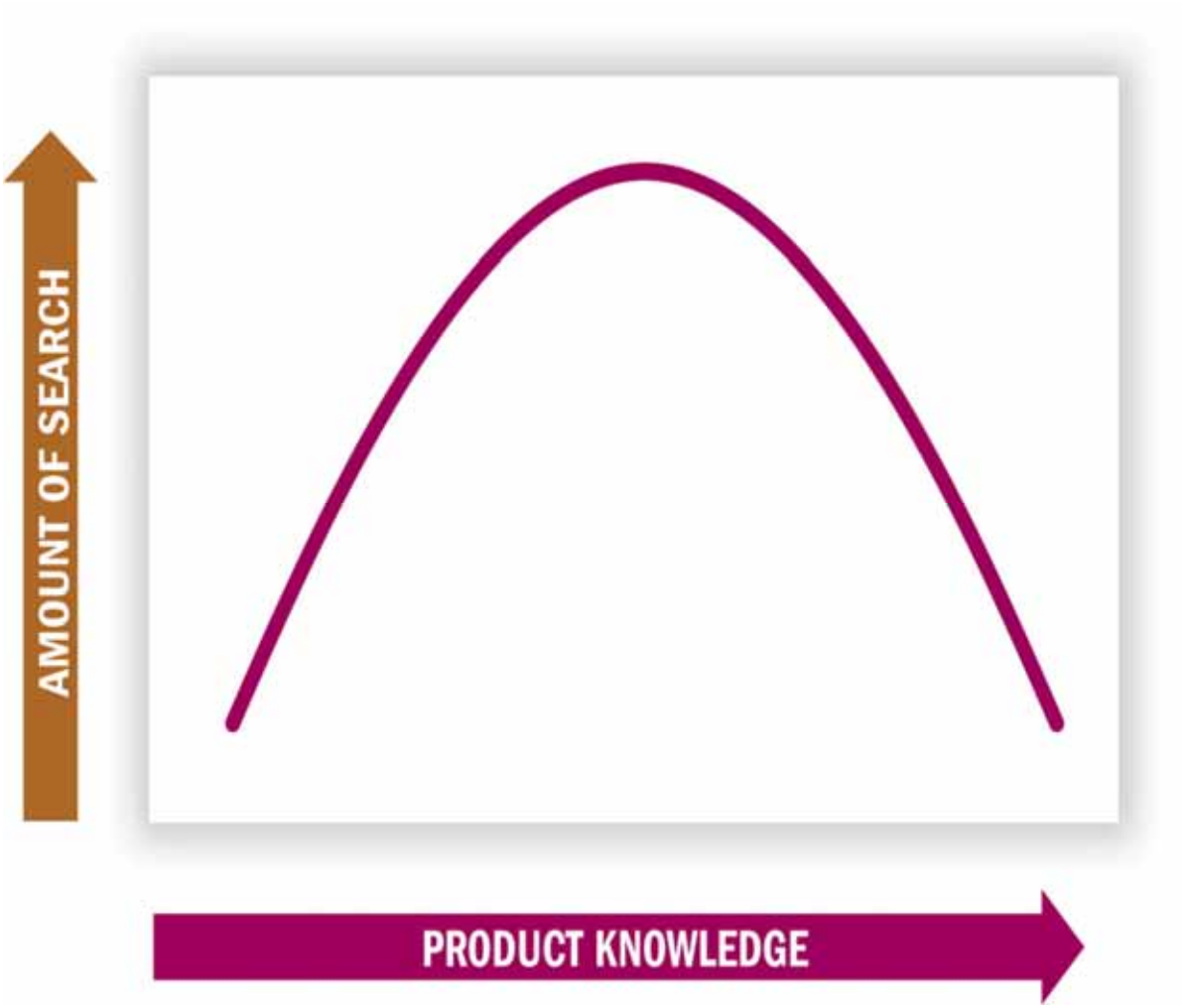
Figure 2.7 Amount of Information Search and Product Knowledge



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Alternatives

Evoked Set

Consideration Set



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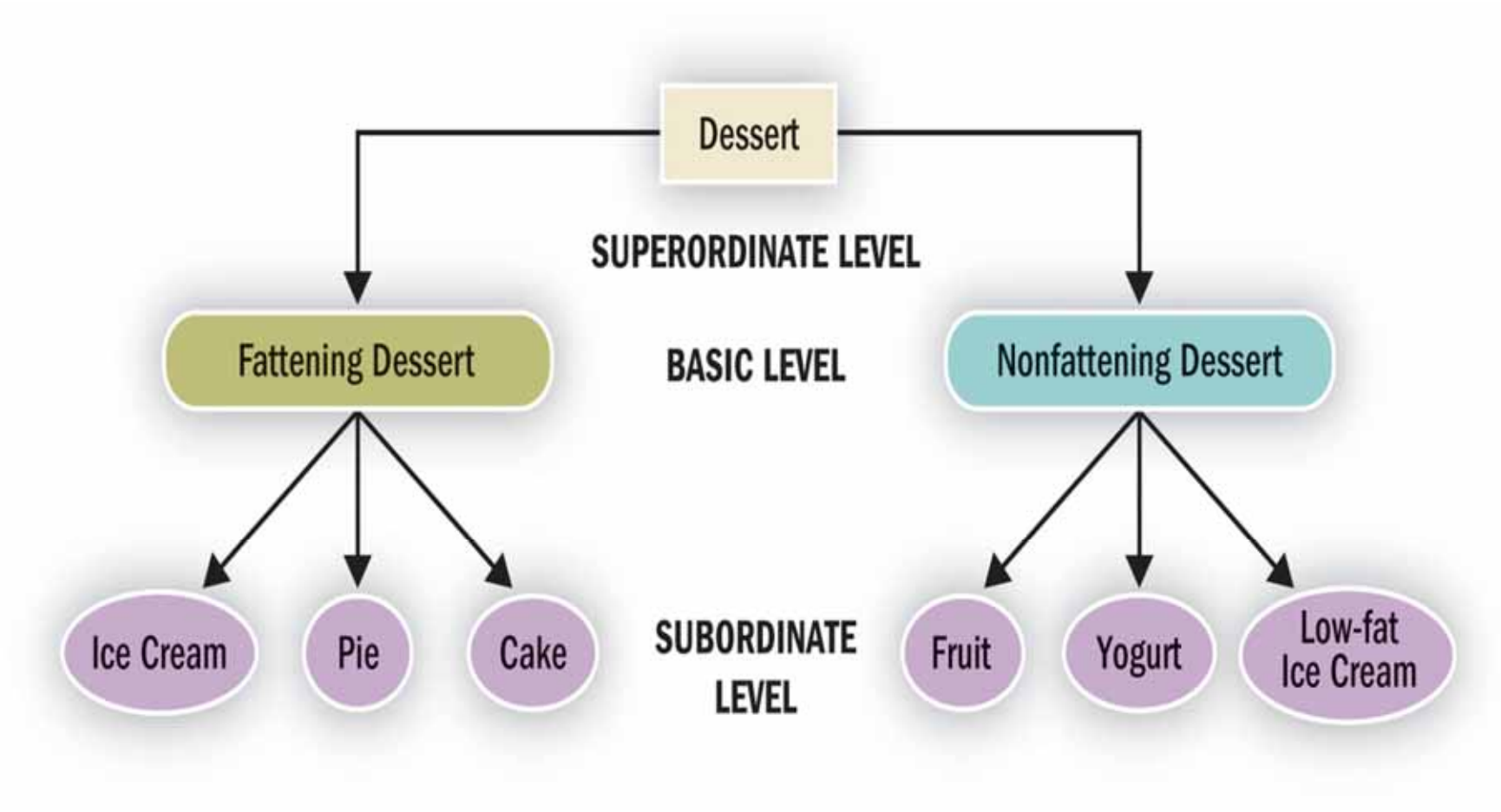
Figure 2.8 Levels of Abstraction



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For Reflection

- Share a situation in which you searched for information deliberately and one in which you had developed product knowledge incidentally. How would you say the variations in information search affected your decision?

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Table 2.2 Hypothetical Alternatives for a TV Set

Attribute	Importance Ranking	Brand Ratings: Prime Wave	Brand Ratings: Precision	Brand Ratings: Kamashita
Size of screen	1	Excellent	Excellent	Excellent
Stereo broadcast capability	2	Poor	Excellent	Good
Brand reputation	3	Excellent	Excellent	Poor
Onscreen programming	4	Excellent	Poor	Poor
Cable-ready capability	5	Good	Good	Good
Sleep timer	6	Excellent	Poor	Good

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Noncompensatory Decision Rules

- Lexicographic rule: consumers select the brand that is the best on the most important attribute
- Elimination-by-aspects rule: the buyer also evaluates brands on the most important attribute
- Conjunctive rule: entails processing by brand

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Learning Objective 3

- We often rely upon “rules-of-thumb” or cues in the environment to make future decisions.



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Biases in Decision-Making Process

- Mental accounting: framing a problem in terms of gains/losses influences our decisions
- Sunk-cost fallacy: We are reluctant to waste something we have paid for
- Loss aversion: We emphasize losses more than gains
- Prospect theory: risk differs when we face gains versus losses

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Strategic Implications of Product Categorization

- Position a product
- Identify competitors
- Create an exemplar product
- Locate products in a store

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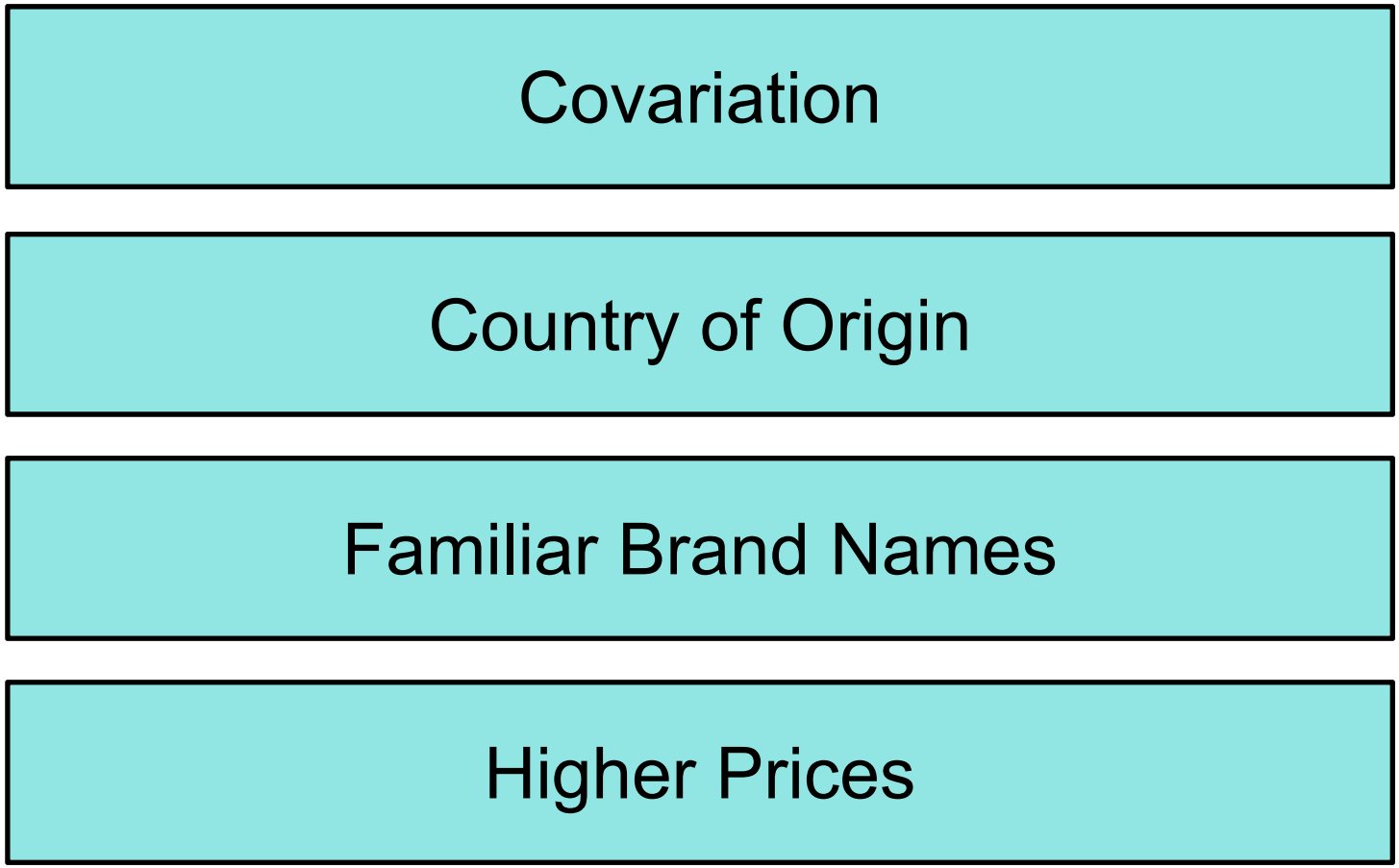
Heuristics



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Heuristics

Covariation infers hidden dimensions of products from attributes we observe. The signal communicates an underlying quality. For instance, someone selling a used car will try to make the car look clean because cleanliness may be associated with reliability.

Country of origin is often a determinant attribute in the decision-making process. Consumers think of Switzerland for precision in watches, Italy for leather goods, and France for wine.

Familiar brand names can serve as a shortcut as can higher prices, which consumers may assume suggest higher quality.

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For Reflection

- Think of some of the common country of origin effects (e.g., watches, wine). Which ones affect your consumer choices? What could brands from other countries do to compete such effects?

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Learning Objective 4

- We make some decisions on the basis of an emotional reaction rather than as the outcome of a rational thought process.

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For Reflection

- When have you made a high involvement decision on the basis of affect?
- Were you in a maximizing mode or satisficing mode?

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For Review

1. The three categories of consumer decision-making are cognitive, habitual, and affective.
2. A cognitive purchase decision is the outcome of a series of stages that results in the selection of one product over competing options.

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For Review

3. We often fall back on well-learned “rules-of-thumb” to make decisions.
4. We make some decisions on the basis of an emotional reaction rather than as the outcome of a rational thought process

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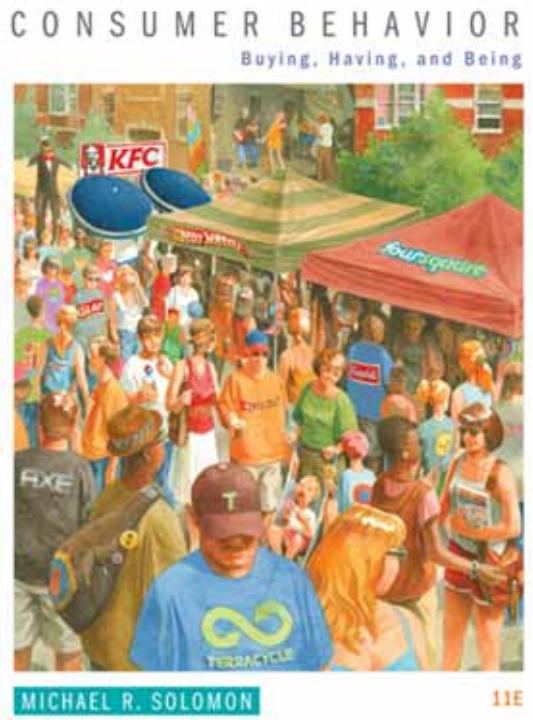
3
Cultural Influences

CONSUMER BEHAVIOR, 11e

Michael R. Solomon



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Learning Objective 1

- A culture is a society's personality; it shapes our identities as individuals.



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What is Culture?

- Culture is the accumulation of shared meanings, rituals, norms, and traditions
- Culture is a society's personality



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Understanding Culture

- Products can reflect underlying cultural processes of a particular period:
  - Cosmetics made of natural materials without animal testing

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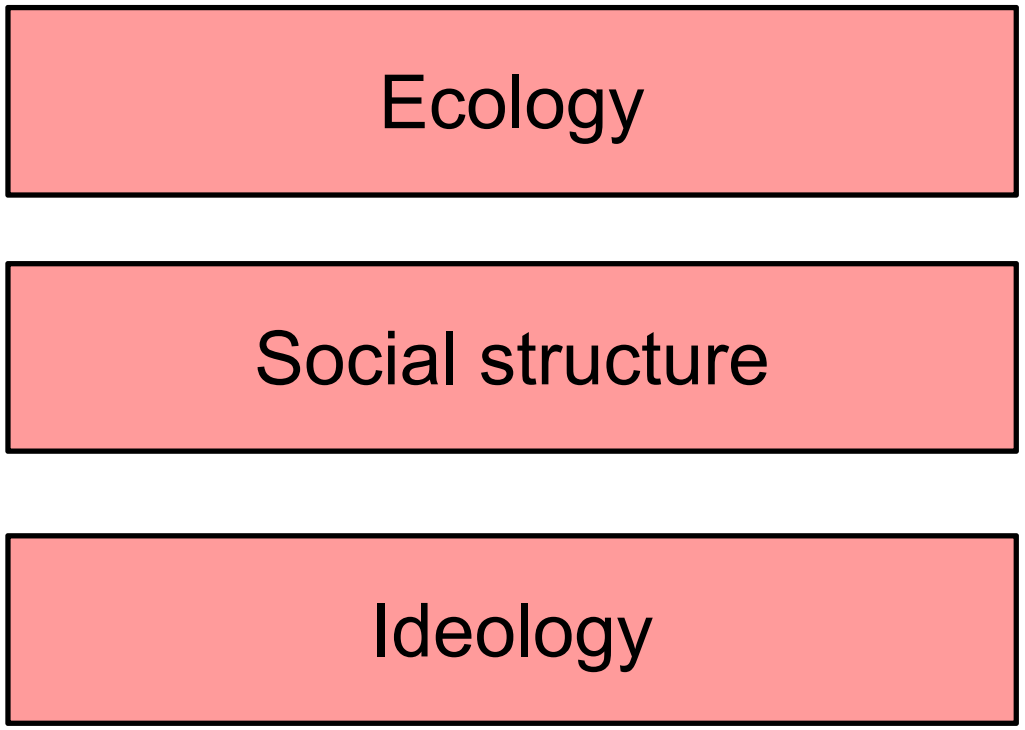
Functional Areas in a Cultural System



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Functional Areas in a Cultural System

Culture is not static. It continually evolves. Old ideas are merged with new ones. A cultural system consists of three functional areas, as noted in the slide.

Ecology refers to the way a system adapts to its habitat. The technology a culture uses to obtain and distribute resources shapes its ecology. The Japanese, for example, greatly value products that make efficient use of space, because of the restricted conditions in their urban centers.

Social structure refers to the way people maintain an orderly social life. This includes the domestic and political groups that dominate the culture.

Ideology refers to the mental characteristics of a people and the way they relate to their environment and social groups. This relates to the idea of a common worldview. Members of a culture tend to share ideas about principles of order and fairness.

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Value Concepts

- Core values
- Value systems
- Enculturation
- Acculturation
- Crescive norms
- Custom
- More
- Conventions

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Value Concepts

- A value is a belief that some condition is preferable to its opposite. In some cases, values are universal. We all value health, wisdom, and peace. What sets cultures apart is the relative importance of these universal values. This set of rankings constitutes a culture's value system. It is usually possible to identify a general set of core values that uniquely define a culture.
- Core values such as freedom, youthfulness, achievement, materialism, and activity characterize American culture.
- The process of learning the beliefs and behaviors endorsed by one's own culture enculturation.

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Value Concepts

- We call the process of learning the value system and behaviors of another culture acculturation.
- Crescive norms we discover as we interact with others and these include customs (gelenekler), mores (töre), and conventions (adetler).
- A custom is a norm that controls basic behaviors such as division of labor in a household.
- A more is a custom with a strong moral overtone. It may involve something that is taboo or forbidden like cannibalism.
- Conventions are norms that regulate how we conduct our everyday lives. They may be subtle like how we furnish a room or what we wear to a dinner party.

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Table 3.1 Terminal & Instrumental Values

Instrumental values	Terminal values
Ambitious	A comfortable life
Broadminded	An exciting life
Capable	A sense of accomplishment
Cheerful	A world at peace
Clean	A world of beauty
Courageous	Equality
Forgiving	Family security
Helpful	Freedom
Honest	Happiness
Imaginative	Inner harmony
Independent	Mature love
Intellectual	National security
Logical	Pleasure
Loving	Salvation
Obedient	Self-respect
Polite	Social recognition
Responsible	True friendship
Self-controlled	Wisdom

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Other Value Concepts

- The List of Values (LOV)
- The Means-End Chain Model
- Syndicated Surveys of Values (e.g., VALS)

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List of Values (LOV)

- Identifies nine consumer segments based on values they endorse; and
- Relates each value to differences in consumption behaviors
- Example: those who endorse sense of belonging read *Reader's Digest* and *TV Guide* drink and entertain more, and prefer group activities

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List of Values (LOV)

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- Example: those who endorse sense of belonging read *Reader's Digest* and *TV Guide* drink and entertain more, and prefer group activities

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TABLE 1
List of Values (LOV)

Dimension	LOV Original Wording	Our Wording
Sense of Belonging	To be accepted and needed by your family, friends, and community	"You believe that your loved ones need your gifts."
Excitement	To experience stimulation and thrills	"Gift giving is exciting to you."
Warm Relationships with Others	To have close companionships and intimate friendships	"Giving gifts to your loved ones builds closeness."
Self Fulfillment	To find peace of mind and to make the best use of your talents	"To you, giving gifts to your loved ones is a way to get peace of mind."
Being Well-Respected	To be admired by others and to receive recognition	"Gift giving is a way to earn recognition from your loved ones."
Security	To be safe and protected from misfortune and attack	"You think it obliged to give gifts to your loved ones."
Self Respect	To be proud of yourself and confident with who you are	"You feel proud of yourself with the gifts you give to your loved ones."
A Sense of Accomplishment	To succeed at what you want to do	"By giving gifts to your loved ones, you can show them that you are successful."

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Means-End Chain Model

- Very specific product attributes are linked at levels of increasing abstraction to terminal values
- Alternative means to attain valued end states
- Laddering technique uncovers consumers' associations between specific attributes and general consequences

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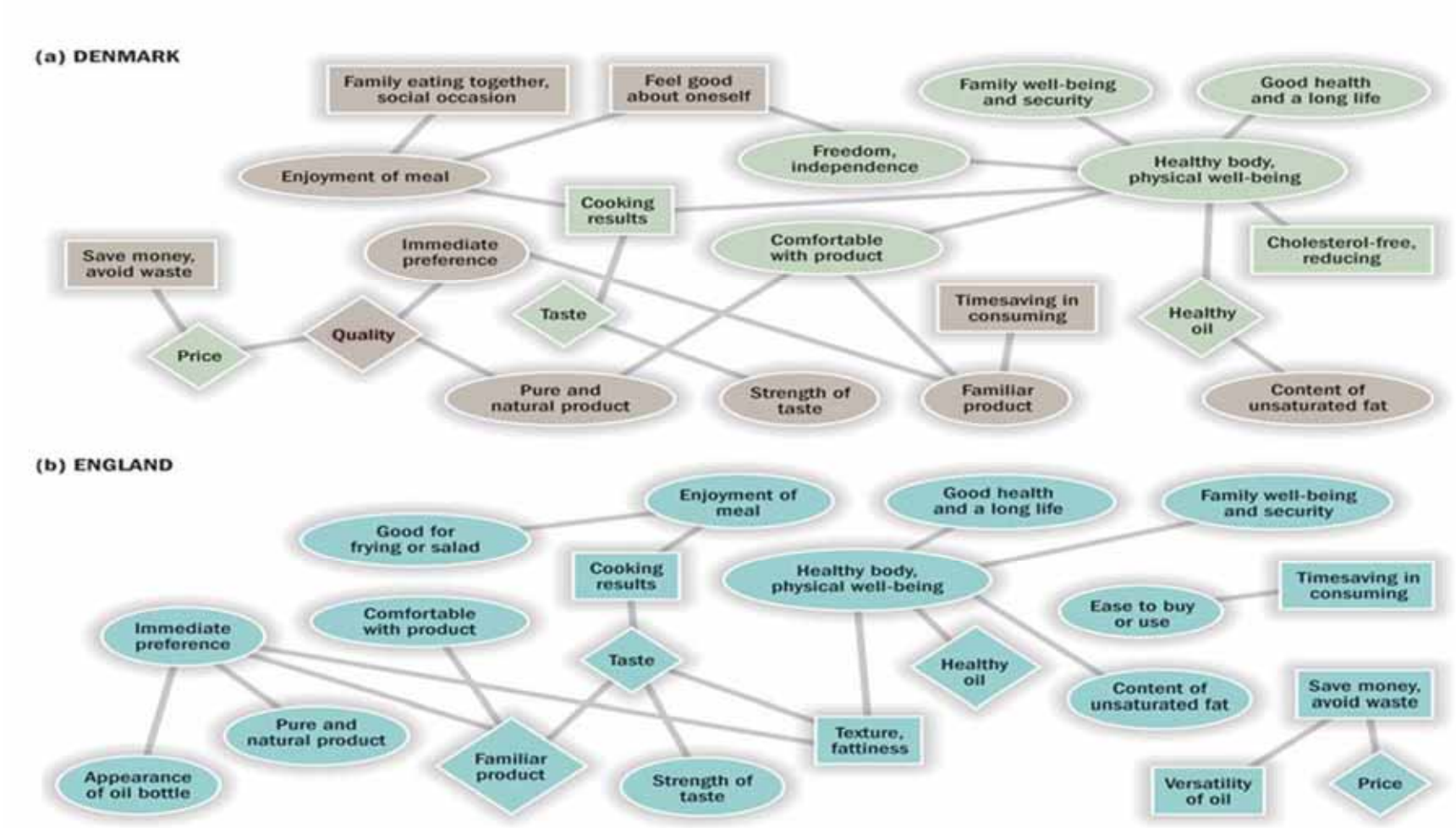
Figure 4.4 Hierarchical Value Maps for Vegetable Oil in Three Countries



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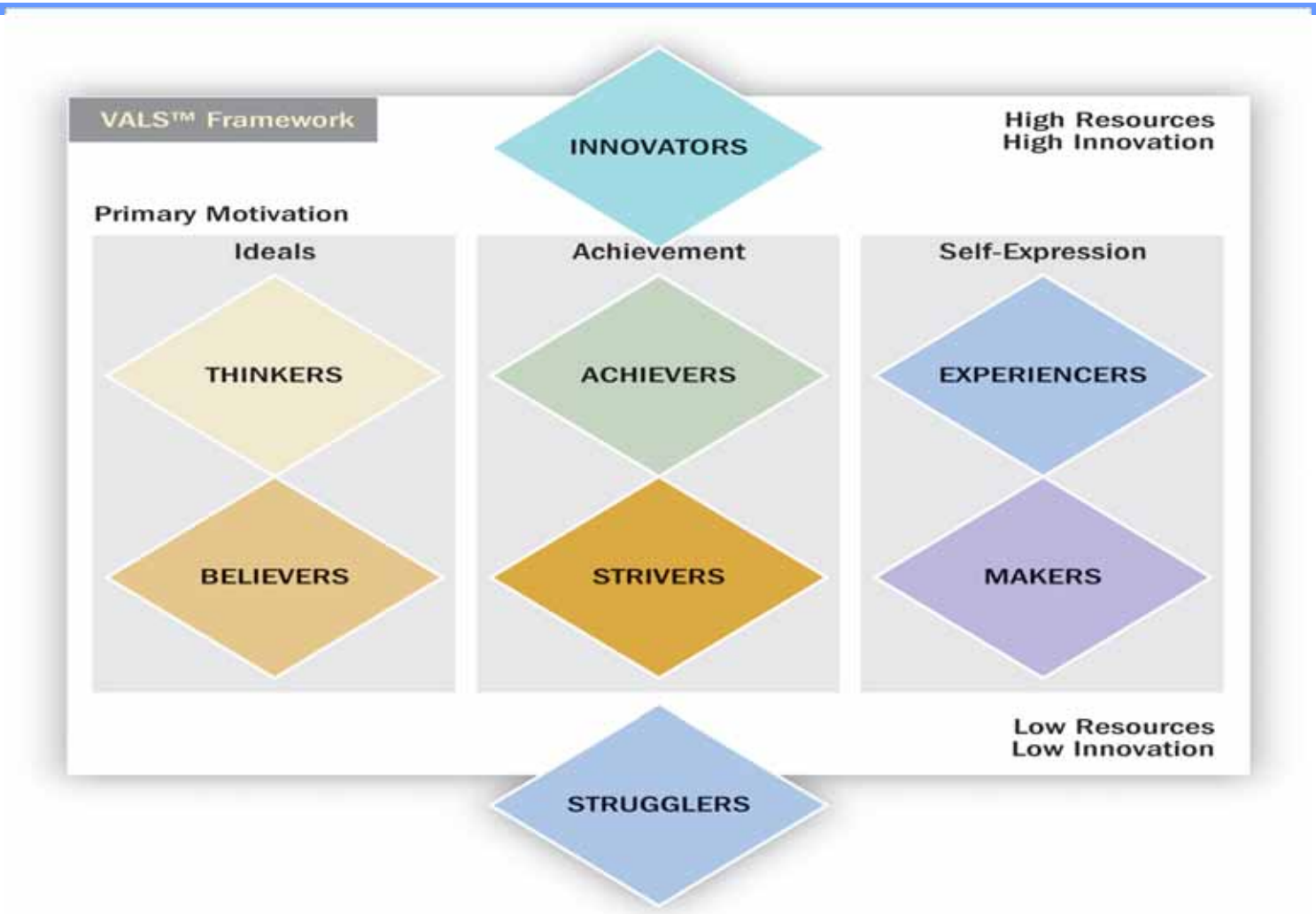
VALS2™



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VALS

- **VALS** ("Values, Attitudes And Lifestyles") is a proprietary research methodology used for psychographic market segmentation. Market segmentation is designed to guide companies in tailoring their products and services in order to appeal to the people most likely to purchase them.
- VALS was developed in 1978 by social scientist and consumer futurist Arnold Mitchell and his colleagues at SRI International. It was immediately embraced by advertising agencies, and is currently offered as a product of SRI's consulting services division. VALS draws heavily on the work of Harvard sociologist David Riesman and psychologistAbraham Maslow.[1]

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VALS

- SRI developed the Vals 2 programme in 1978 and significantly revised it in 1989.
- VALS2 has two dimensions. The first dimension –Self orientation, determines the type of goals and behaviors that individuals will pursue, and refers to pattern of attitudes and activities which help individuals reinforce, sustain or modify their social self-image. This is a fundamental human need.
- The second dimension- Resources-reflects the ability of individuals to pursue their dominant self orientation that includes full range of physical, psychological, demographic and material means such as self-confidence, interpersonal skills, inventiveness, intelligence, eagerness to buy, money, position, education, etc. According to VALS2, a consumer purchases certain products and services because the individual is a specific type of person. The purchase is believed to reflect a consumer's lifestyle, which is a function of self –orientation and resources.

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VALS

- The main dimensions of the VALS framework are primary motivation (the horizontal dimension) and resources (the vertical dimension). The vertical dimension segments people based on the degree to which they are innovative and have resources such as income, education, self-confidence, intelligence, leadership skills, and energy. The horizontal dimension represents primary motivations and includes three distinct types:
- Consumers driven by knowledge and principles are motivated primarily by *ideals*. These consumers include groups called Thinkers and Believers.
- Consumers driven by demonstrating success to their peers are motivated primarily by *achievement*. These consumers include groups referred to as Achievers and Strivers.
- Consumers driven by a desire for social or physical activity, variety, and risk taking are motivated primarily by *self-expression*. These consumers include the groups known as Experiencers and Makers.

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VALS

- ***Innovator.*** These consumers are on the leading edge of change, have the highest incomes, and such high self-esteem and abundant resources that they can indulge in any or all self-orientations. They are located above the rectangle. Image is important to them as an expression of taste, independence, and character. Their consumer choices are directed toward the "finer things in life.«
- ***Thinkers.*** These consumers are the high-resource group of those who are motivated by ideals. They are mature, responsible, well-educated professionals. Their leisure activities center on their homes, but they are well informed about what goes on in the world and are open to new ideas and social change. They have high incomes but are practical consumers and rational decision makers.
- ***Believers.*** These consumers are the low-resource group of those who are motivated by ideals. They are conservative and predictable consumers who favor American products and established brands. Their lives are centered on family, community, and the nation. They have modest incomes.

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VALS

- ***Achievers.*** These consumers are the high-resource group of those who are motivated by achievement. They are successful work-oriented people who get their satisfaction from their jobs and families. They are politically conservative and respect authority and the status quo. They favor established products and services that show off their success to their peers.
- ***Strivers.*** These consumers are the low-resource group of those who are motivated by achievements. They have values very similar to achievers but have fewer economic, social, and psychological resources. Style is extremely important to them as they strive to emulate people they admire.
- ***Experiencers.*** These consumers are the high-resource group of those who are motivated by self-expression. They are the youngest of all the segments, with a median age of 25. They have a lot of energy, which they pour into physical exercise and social activities. They are avid consumers, spending heavily on clothing, fast-foods, music, and other youthful favorites, with particular emphasis on new products and services.

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VALS

- ***Makers.*** These consumers are the low-resource group of those who are motivated by self-expression. They are practical people who value self-sufficiency. They are focused on the familiar-family, work, and physical recreation-and have little interest in the broader world. As consumers, they appreciate practical and functional products.
- ***Survivors.*** These consumers have the lowest incomes. They have too few resources to be included in any consumer self-orientation and are thus located below the rectangle. They are the oldest of all the segments, with a median age of 61. Within their limited means, they tend to be brand-loyal consumers.

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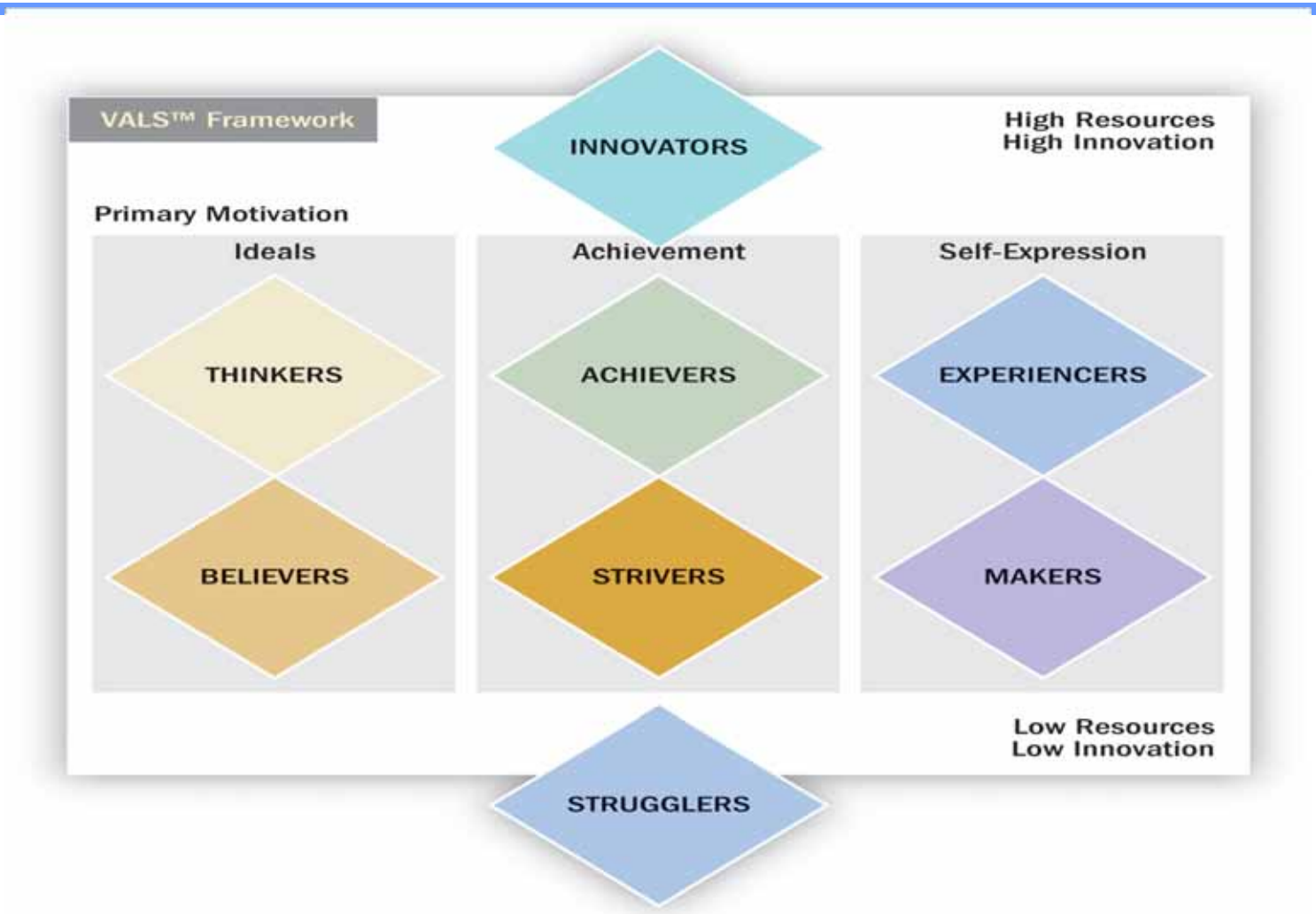
1.Yenilikçiler,

- Başarılı, kendilerini geliştirmiş ve kendilerine güvendikleri için öbür insanların da sorumluluklarını alan bireylerdir.
- Yüksek düzeydeki kaynaklarından ötürü her üç güdüden de (düşünceler, başarı ve özanlatım) farklı derecelerde etkilenirler.
- Bunlar, değişim önderleri olarak nitelendirilmektedir.

VALS2™



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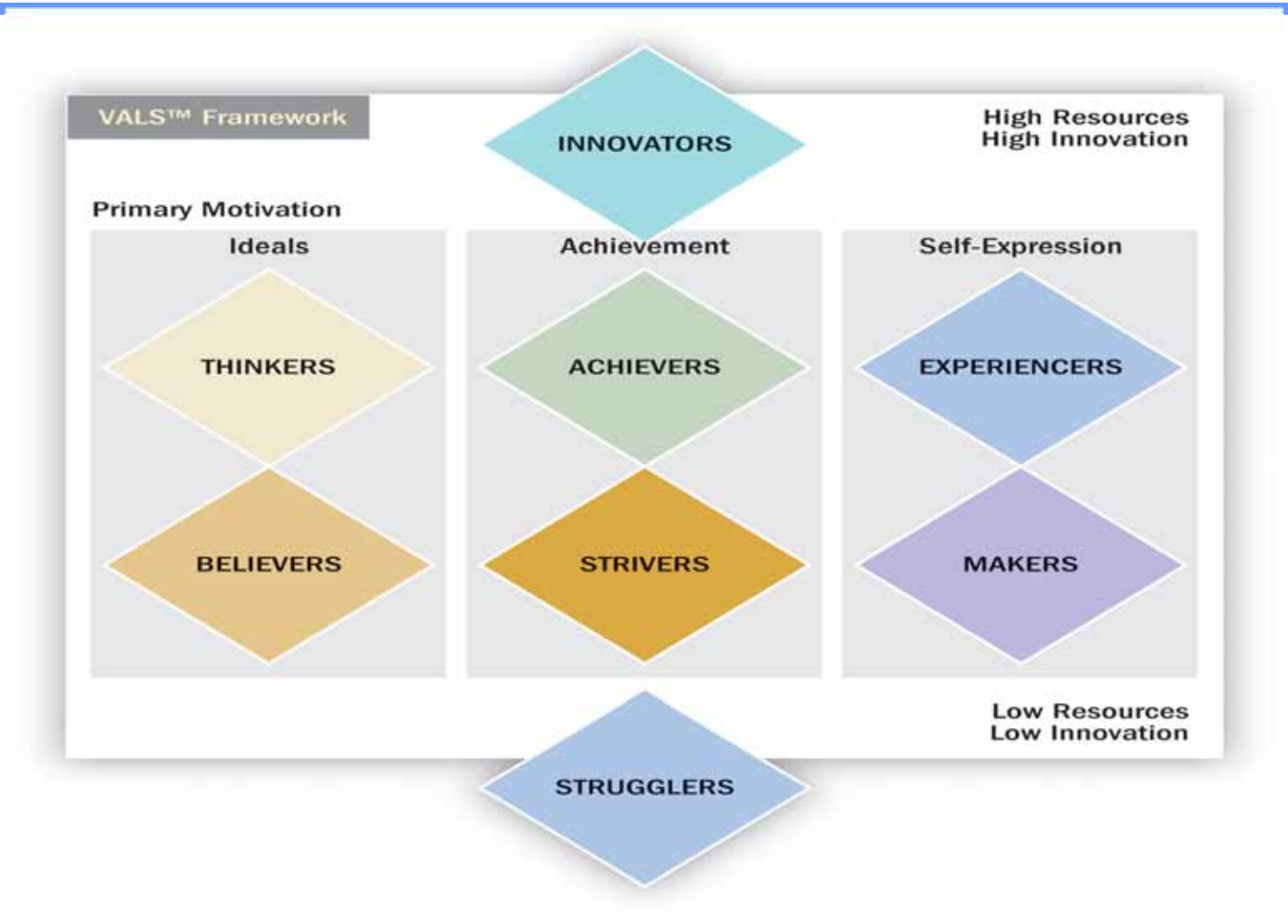
VALS2


Yenilikçiler
Yüksek Kaynaklar
Yüksek Yenilikçilik
İdealler
Başarı
Özyönelim
Düşünürler
Başarılılar
Deneyimliler
İnananlar
Çabalayanlar
Yapanlar
Yaşamda Kalanlar
Düşük Kaynaklar
Düşük Yenilikçilik

2.Düşünürler,

- İdealleriyle güdülenen, olgun, tatmin olmuş ve rahat bireylerdir.
- Kişilikleriyle, bilgiyi, sorumluluğu ve düzeni yansıtırlar.
- İyi eğitim görmüş bireylerdir ve karar verme sürecinde bilgi arama etkindir.
- Sahip oldukları gelirleri kendilerine pek çok seçenek sunsa da bunlar tutucu ve yararcı yapıdadırlar.
- Bu yüzden düşünürler, satın alma davranışlarında dayanıklılık, işlevselliğe değer verirler.

VALS2™



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Learning Objective 3

- We distinguish between high and low culture.

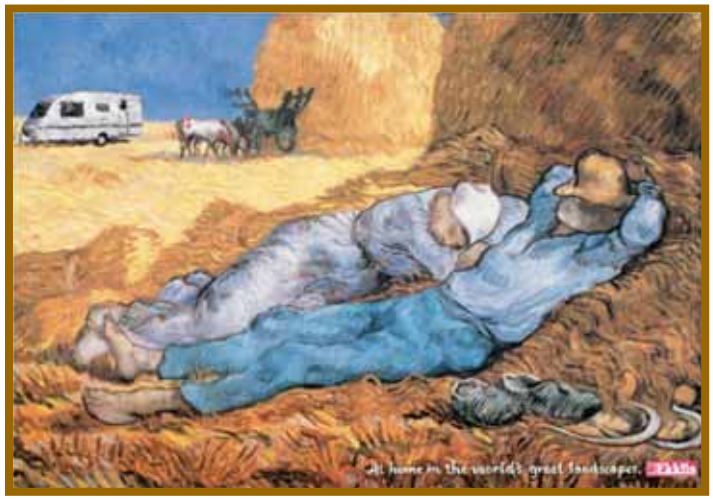

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Figure 3.1 The Movement of Meaning

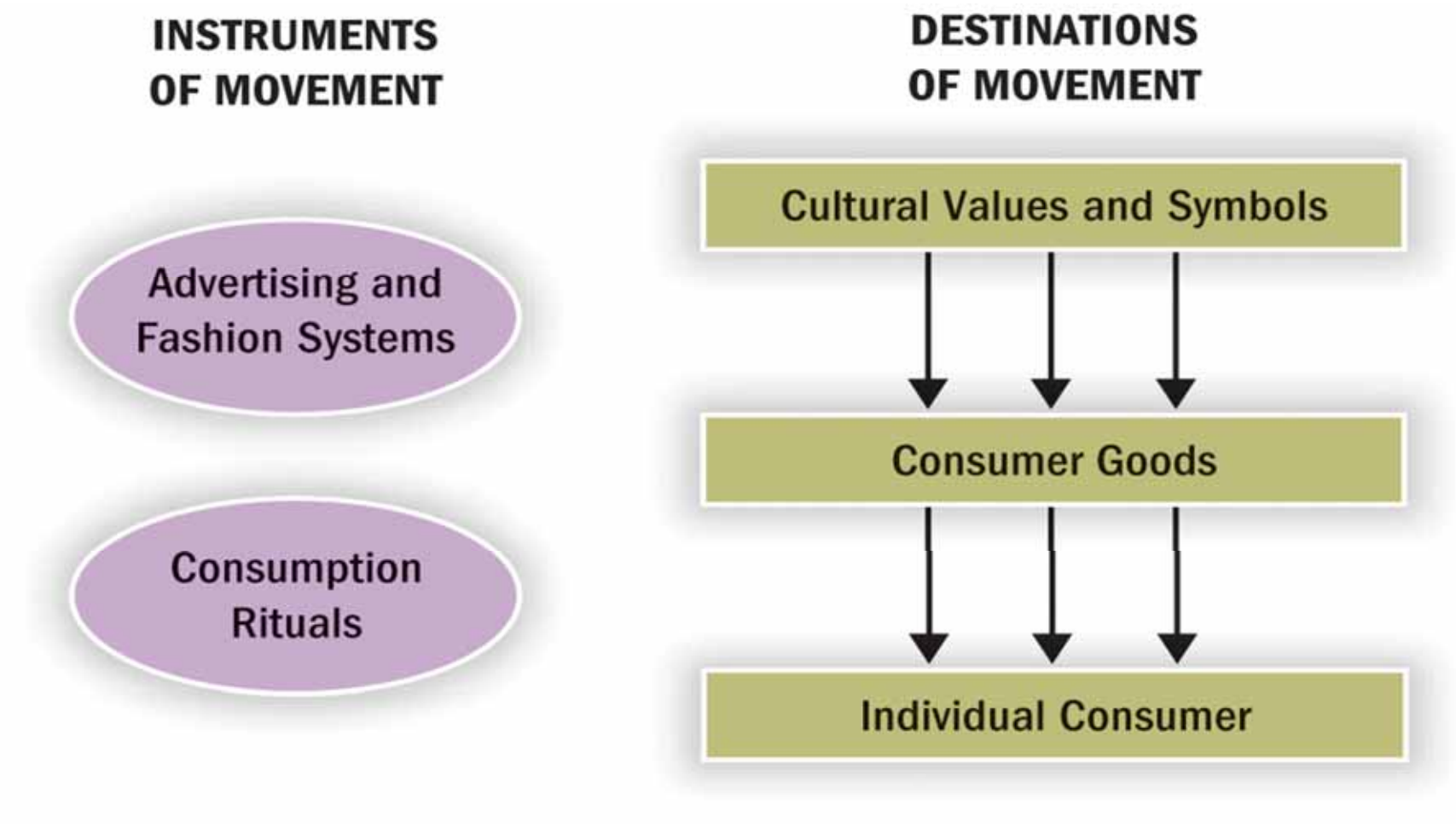

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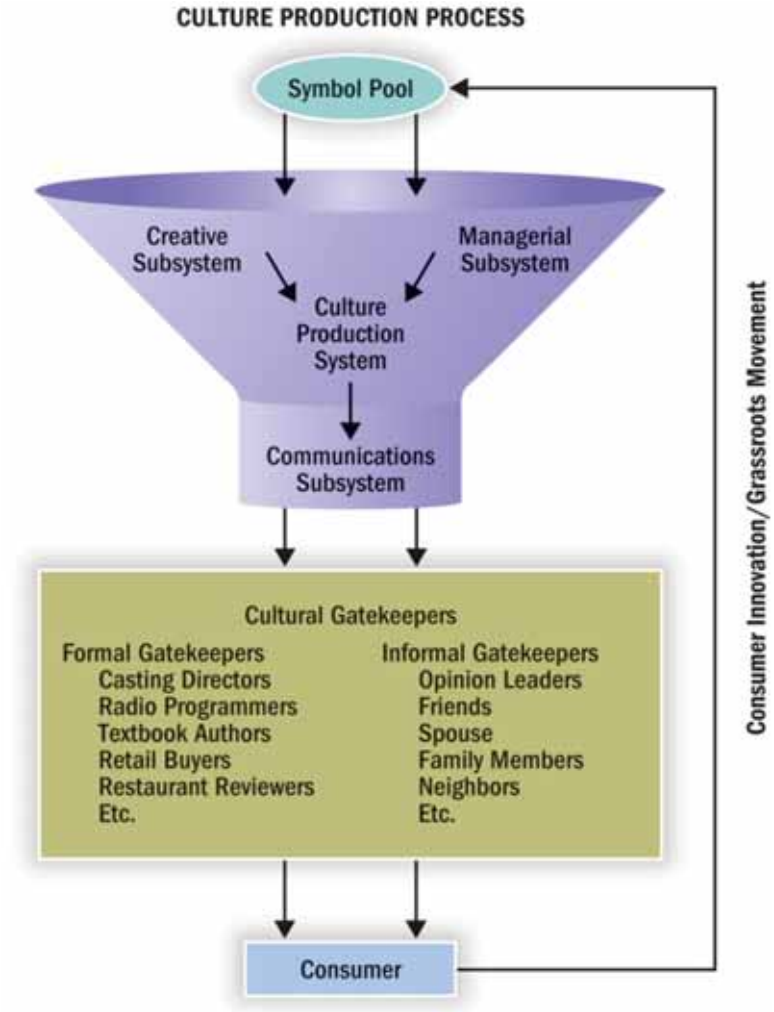
Figure 3.2 Culture Production Process



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Where Does Culture Come From?

- Influence of inner-city teens
- Hip-hop/black urban culture
- Outsider heroes, anti-oppression messages, and alienation of blacks

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Culture Production System

- A culture production system is the set of individuals and organizations that create and market a cultural product
- It has three major subsystems
  - Creative
  - Managerial
  - Communications

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Culture Production System

A culture production system has three major subsystems:

1-A creative subsystem to generate new symbols and products

2-A managerial subsystem to select, make tangible, produce, and manage the distribution of new symbols and products

3-A communications subsystem to give meaning to the new product and provide it with a symbolic set of attributes

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Culture Production System

An example of the three components of a culture production system for a music release would be (1) a singer (e.g., singer Katy Perry, a creative subsystem);

(2) a company (e.g., Capitol Records that distributes Perry's CDs, a managerial subsystem); and

(3) Ten M!nute Media, the company that promotes her work as well as the "street team" and fans that keep her buzz going(a communications subsystem).

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Culture Production System

Many judges or “tastemakers” have a say in the products we consider. These cultural gatekeepers filter the overflow of information as it travels down the “funnel.” Gatekeepers include movie, restaurant, and car reviewers; interior designers; disc jockeys; retail buyers; magazine editors; and increasingly a fan base that obsessively follows and shares the latest gossip, styles, TV and film plots, and other pieces of popular culture. Collectively, social scientists call this set of agents the throughput sector.

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High Culture and Popular Culture

- An art product is an object we admire for its beauty and our emotional response
- A craft product is admired because of the beauty with which it forms a function
- Mass culture creates products for a mass market

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Product Placement and Branded Entertainment

- Insertion of specific products and use of brand names in movie/TV scripts
- Directors incorporate branded props for realism
- Is product placement a positive or negative when it comes to consumer decision-making?

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Advergaming

- Advergaming refers to online games merged with interactive advertisements
- Advertisers gain many benefits with advergames
- Plinking is the act of embedding a product in a video



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Myths

- Myths are stories with symbolic elements that represent the shared emotions/ideals of a culture
- Story characteristics
  - Conflict between opposing forces
  - Outcome is moral guide for people
  - Myth reduces anxiety by providing guidelines

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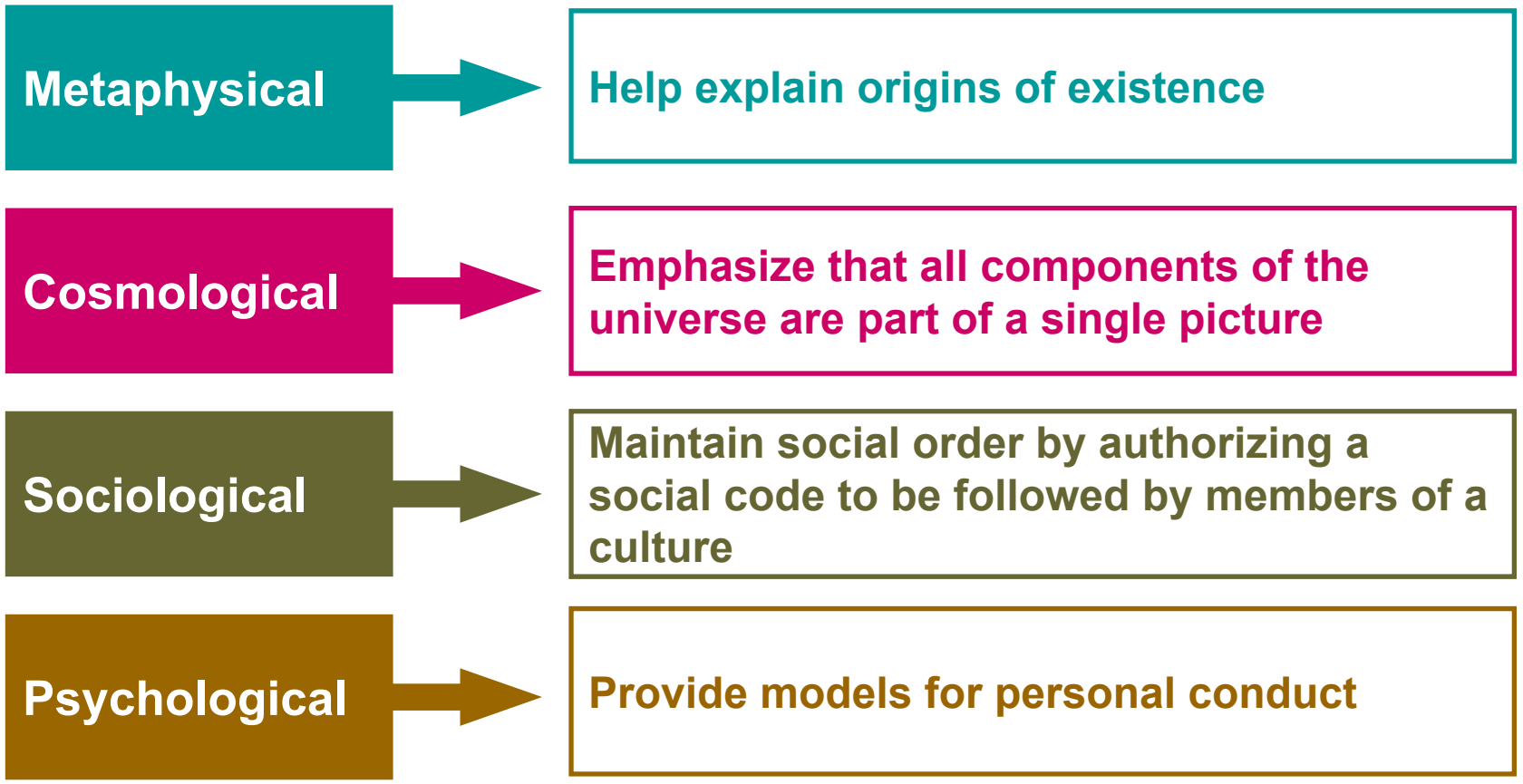
Functions of Myths



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Myths Abound in Modern Popular Culture

- Myths are often found in comic books, movies, holidays, and commercials
- Monomyths: a myth that is common to many cultures (e.g., Spiderman and Superman)
- Many movies/commercials present characters and plot structures that follow mythic patterns

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For Reflection

- Identify modern day myths that corporations create.
- How do they communicate these stories to consumers?

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Learning Objective 6

- Many of our consumption activities including holiday observances, grooming, and gift giving are rituals.

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Rituals

- Rituals are sets of multiple, symbolic behaviors that occur in a fixed sequence and that tend to be repeated periodically
- Many consumer activities are ritualistic
  - Trips to Starbucks
  - Sunday brunch

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Common Rituals

- Grooming
- Gift-giving
- Holiday
- Rites of passage

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Gift-Giving Stages

- Gestation
- Presentation
- Reformulation

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Gift-Giving Stages

The gift-giving ritual proceeds in three distinct stages:

1-During gestation, the giver procures an item to mark some event. This event may be either structural (i.e., prescribed by the culture, as when people buy Christmas presents) or emergent (i.e., the decision is more personal and idiosyncratic).

2-The second stage is presentation, or the process of gift exchange. The recipient responds to the gift (either appropriately or not), and the donor evaluates this response.

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Gift-Giving Stages

3-In the reformulation stage the giver and receiver redefine the bond between them (either looser or tighter) to reflect their new relationship after the exchange. Negativity can arise if the recipient feels the gift is inappropriate or of inferior quality. For example, the unfortunate husband who gives his wife a vacuum cleaner as an anniversary present is just asking to sleep on the couch, and the new suitor who gives his girlfriend intimate apparel probably won't score many points.

The donor may feel that the response to the gift was inadequate or insincere or a violation of the reciprocity norm, which obliges people to return the gesture of a gift with one of equal value.

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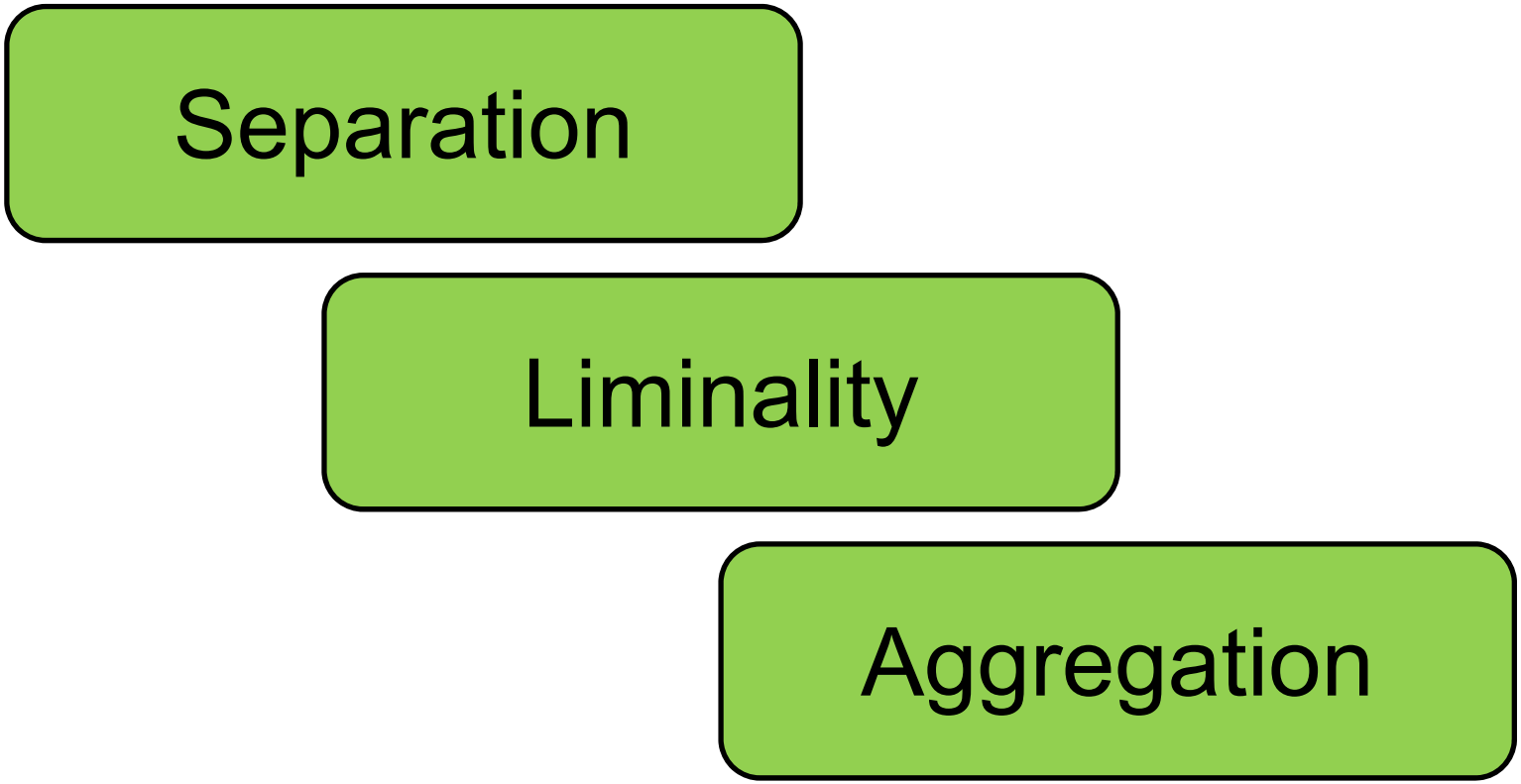
Rites of Passage



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Rites of Passage

1-In the first stage, separation, he detaches from his original group or status as a high school kid and leaves home for campus.

2-Liminality (eşik) is the middle stage, where he is in limbo between statuses. Think of those bewildered new first-year students who try to find their way around campus during orientation.

3-In the aggregation stage, he returns to society with his new status.

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Sacred and Profane Consumption



- Sacred consumption: involves objects and events that are set apart from normal activities that are treated with respect or awe
- Profane consumption: involves consumer objects and events that are ordinary and not special

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Sacralization

- Sacralization occurs when ordinary objects, events, and even people take on sacred meaning
- Objectification occurs when we attribute sacred qualities to ordinary items, through processes like contamination
- Collecting is the systematic acquisition of a particular object or set of objects

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Domains of Sacred Consumption

- Sacred places: religious/mystical and country heritage, such as Stonehenge, Mecca, Ground Zero in New York City
- Sacred people: celebrities, royalty
- Sacred events: athletic events, religious ceremonies



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Sacred Souvenir Icons

- Local products (e.g., regional wine)
- Pictorial images (e.g., postcards, photos)
- ‘Piece of the rock’ (e.g., seashells)
- Literal representations (e.g., mini icons)
- Markers (e.g., logo-oriented t-shirts)

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Desacralization

- Desacralization: when a sacred item/symbol is removed from its special place or is duplicated in mass quantities (becomes profane)

- Religion has somewhat become desacralized
  - Christmas and Ramadan as secular, materialistic occasions

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Hofstede Dimensions of National Culture

- Power distance
- Individualism
- Masculinity
- Uncertainty avoidance
- Long-term orientation
- Indulgence versus restraint

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Hofstede's Cultural Dimensions

One of the most widely used measures of cross-cultural values is an instrument developed by Geert Hofstede. This measure scores a country in terms of its standing on five dimensions so that users can compare and contrast values:

- ***Power Distance*** is the extent to which the less powerful members of organizations and institutions (like the family) accept and expect that power is distributed unequally.
- ***Individualism*** is the degree to which individuals are integrated into groups.
- ***Masculinity*** is the distribution of roles between the genders.

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Hofstede's Cultural Dimensions

• ***Uncertainty Avoidance*** is a society's tolerance for uncertainty and ambiguity.

• ***Long-Term Orientation*** is values associated with Long-Term Orientation are thrift and perseverance. Values associated with Short-Term Orientation are respect for tradition, fulfilling social obligations, and protecting one's "face."

- ***Indulgence*** stands for a society that allows relatively free gratification of basic and natural human drives related to enjoying life and having fun. Restraint stands for a society that suppresses gratification of needs and regulates it by means of strict social norms.

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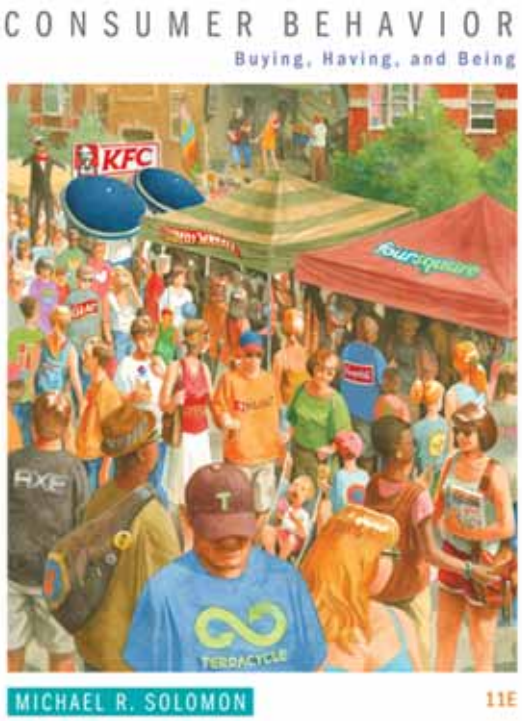
5
Perception

CONSUMER BEHAVIOR, 11e

Michael R. Solomon



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Learning Objectives

1. The design of a product today is a key driver of its success or failure.
2. Products and commercial messages often appeal to our senses, but we won't be influenced by most of them.
3. Perception is a three-stage process that translates raw stimuli into meaning.

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Learning Objectives (Cont.)

4. Subliminal advertising is a controversial—but largely ineffective—way to talk to consumers.
5. We interpret the stimuli to which we do pay attention according to learned patterns and expectations.
6. The field of semiotics helps us to understand how marketers use symbols to create meaning.

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Learning Objective 1

- The design of a product is now a key driver of its success or failure.



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Sensory Systems



- Vision
- Scent
- Sound
- Touch
- Taste

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Vision

- Marketers communicate meaning on a *visual channel* using a product's color, size, and styling.

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Scent

- Like color, odor can also stir emotions and memory.
- Scent Marketing is a form of sensory marketing that we may see in lingerie, detergents, and more.



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Learning Objective 2

- Products and commercial messages often appeal to our senses, but because of the profusion of these messages, most won't influence us.



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Key Concepts in Use of Sound

- Audio watermarking
- Sound symbolism
- Phenomes



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Key Concepts in Use of Sound

- [W]atermarking acts like an ‘earworm,’ which gets inside our brains and becomes so compulsive that we go around humming it as we walk down the street and not understanding why.
- Sound symbolism is the process by which the way a word sounds influences our assumptions about what it describes and attributes such as size. For example, consumers are more likely to recognize brand names that begin with a hard consonant like a K (Kellogg’s) or P (Pepsi).

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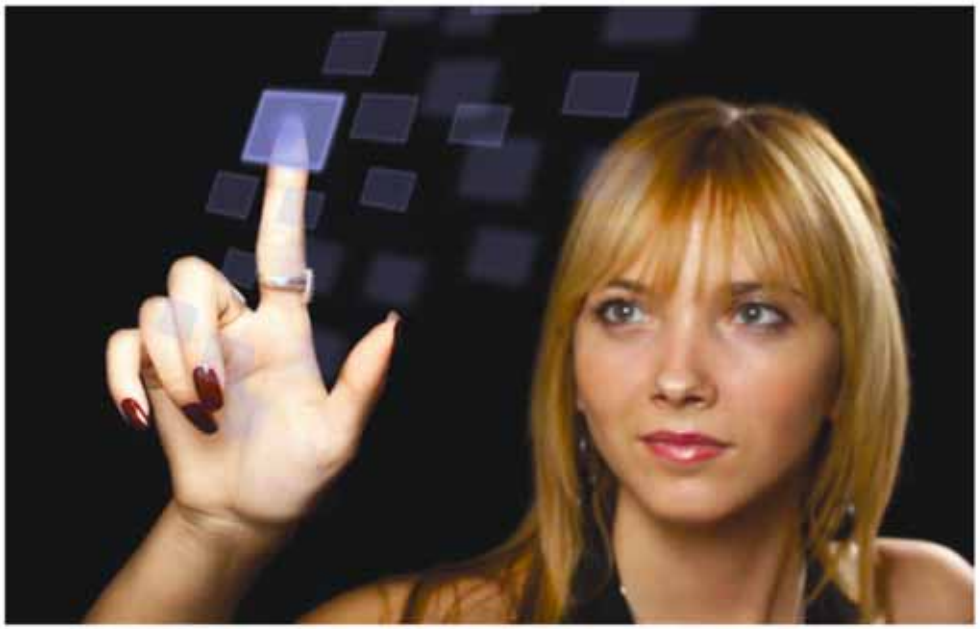
Key Concepts in the Use of Touch

- Touch matters.



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For Reflection

- How has your sense of touch influenced your reaction to a product?
- Which of your senses do you feel is most influential in your perceptions of products?

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Learning Objective 3

- Perception is a three-stage process that translates raw stimuli into meaning.



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Sensation and Perception

- Sensation is the immediate response of our sensory receptors (eyes, ears, nose, mouth, and fingers) to basic stimuli (light, color, sound, odor, and texture).
- Perception is the process by which sensations are selected, organized, and interpreted.

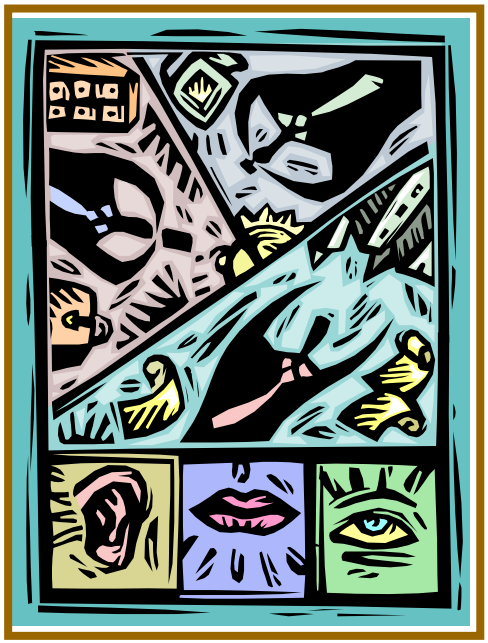

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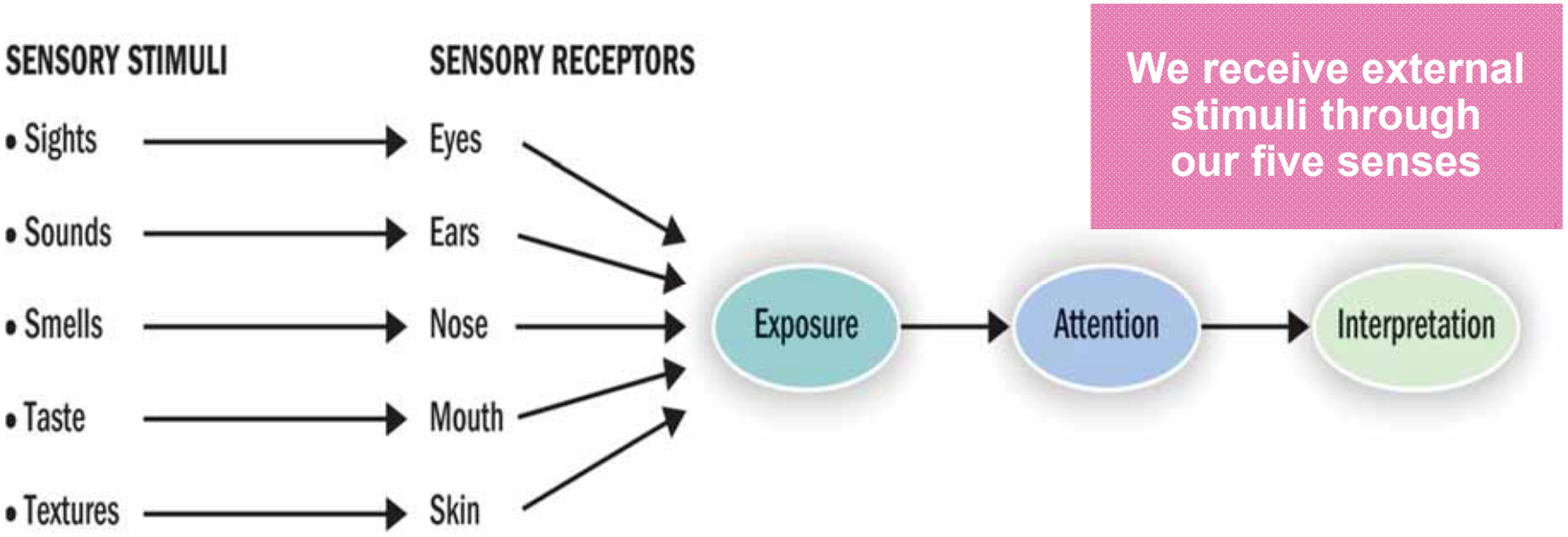
Figure 2.1 Perceptual Process



Görüntüler	Göz
Sesler	Kulak
Kokular	Burun
Tatlar	Ağız
Dokunma	Deri

Maruz Kalma Dikkat Yorumlama

- Algılama süreci insanların beş duyu organlarıyla çevrelerini kişilik, tutum, inanç ve deneyimlerinin süzgecinden geçirerek anlamaya çalıştıkları bir süreçtir.

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Stage 1: Key Concepts in Exposure

- Sensory threshold
- Psychophysics
- Absolute threshold
- Differential threshold
- JND

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Sensory Thresholds

- Psychophysics is the science that focuses on how the physical environment is inte- grated into our personal, subjective world.
- The **absolute threshold** refers to the minimum amount of stimulation a person can detect on any given sensory channel
- The **differential threshold** refers to the ability of a sensory system to detect changes in or differences between two stimuli

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Sensory Thresholds

- The absolute threshold means that the stimulation used by marketers must be sufficient to register. For instance, a highway billboard might have the most entertaining copy ever written, but this genius is wasted if the print is too small for passing motorists to see it. The differential threshold refers to the ability of a sensory system to detect changes in or differences between two stimuli. The minimum difference we can detect between two stimuli is the j.n.d. (just noticeable difference). Sometimes a marketer may want to ensure that consumers notice a change, as when a retailer offers merchandise at a discount. In other situations, the marketer may want to downplay the fact that it has made a change, such as when a store raises a price or a manufacturer reduces the size of a package.

- A consumer's ability to detect a difference between two stimuli is relative. A psychophysicist named Ernst Weber found that the amount of change required for the perceiver to notice a change systematically relates to the intensity of the original stimulus. The stronger the initial stimulus, the greater a change must be for us to notice it. This relationship is known as Weber's Law.

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The Pepsi Logo Evolves

PEPSI 1940:



PEPSI 1962:



PEPSI 1987:



PEPSI 2009:



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For Reflection

- How much of a change would be needed in a favorite brand's price, package size, or logo would be needed for you to notice the difference?
- How would differences in these variables affect your purchase decisions?

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For Reflection

- Some studies suggest that as we age, our sensory detection abilities decline. What are the implications of this phenomenon for marketers who target elderly consumers?

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Attention

- Attention is the extent to which processing activity is devoted to a particular stimulus
- Consumers experience sensory overload
- Marketers need to break through the clutter



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How Do Marketers Get Attention?

- Personal Selection
  - Experience
  - Perceptual filters
    - Perceptual vigilance
    - Perceptual defense
  - Adaptation
- Stimulus Selection
  - Contrast
  - Size
  - Color
  - Position
  - Novelty

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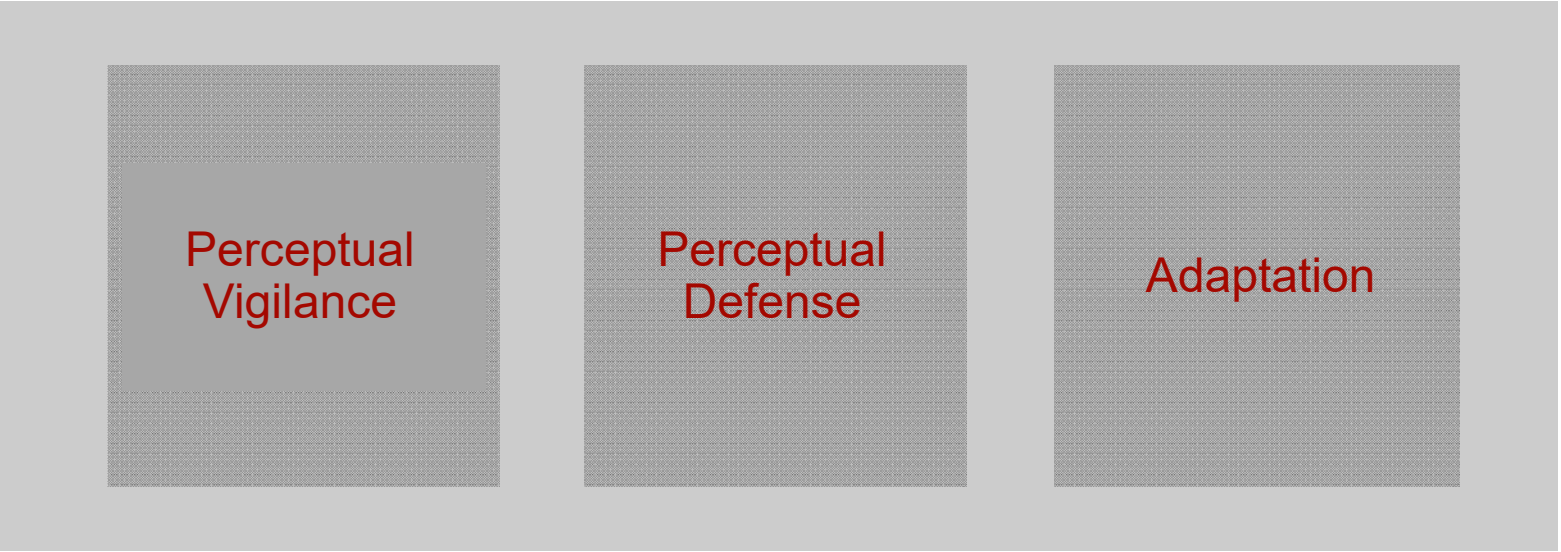
Perceptual selection



Perceptual vigilance-consumers are more likely to be aware of stimuli that relate to their current needs.
Perceptual defense-people see what they want to see and vice versa.
Adaptation-the degree to which consumers notice a stimulus over time.

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Adaptation

Intensity

Duration



Exposure

Relevance

Discrimination

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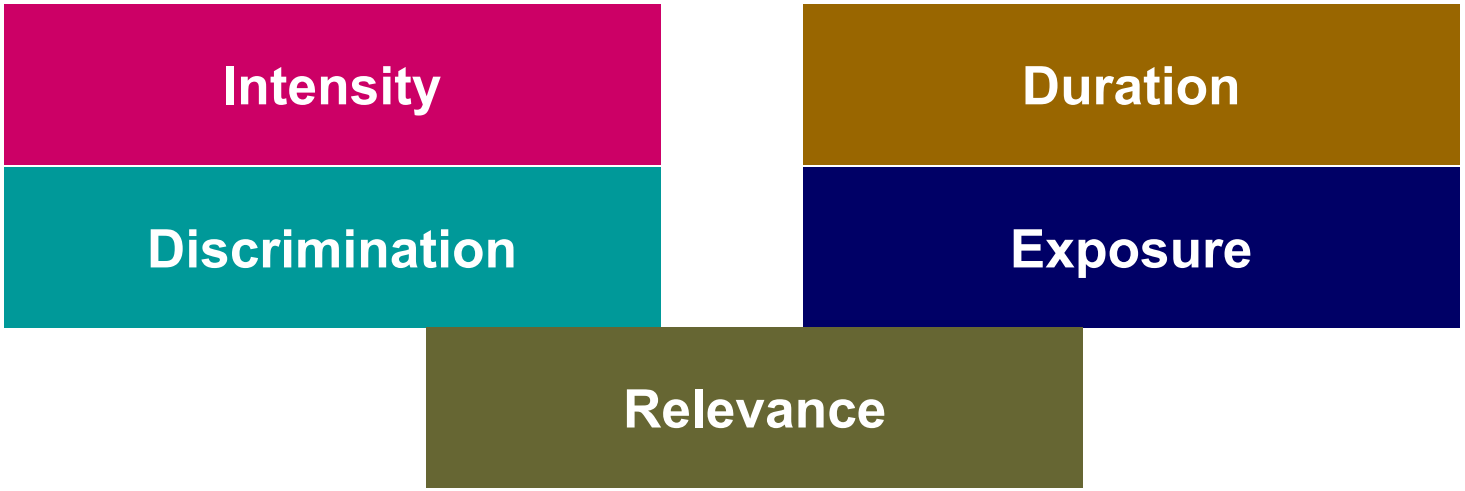
Factors Leading to Adaptation



Several factors can lead to adaptation:

Intensity-Less-intense stimuli (e.g., soft sounds or dim colors) habituate because they have less sensory impact.

Duration-Stimuli that require relatively lengthy exposure in order to be processed habituate because they require a long attention span.

Discrimination-Simple stimuli habituate because they do not require attention to detail.

Exposure-Frequently encountered stimuli habituate as the rate of exposure increases.

Relevance-Stimuli that are irrelevant or unimportant habituate because they fail to attract attention.

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Attention and Contrast

- Size
- Color
- Position
- Novelty



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Attention and Contrast

- **Size**—The size of the stimulus itself in contrast to the competition helps to determine if it will command attention.

- **Color**—As we've seen, color is a powerful way to draw attention to a product, or to give it a distinct identity.

- **Position**—We stand a better chance of noticing stimuli that are in places we're more likely to look. That's why the competition is so heated among suppliers to have their products displayed in stores at eye level. In magazines, ads that are placed toward the front of the issue, preferably on the right-hand side, and to win out in the race for readers' attention.

- **Novelty**—Stimuli that appear in unexpected ways or places tend to grab our attention. One solution is to put ads in unconventional places, where there will be less competition for attention. These places include the backs of shopping carts, walls of tunnels, floors of sports stadiums, and yes, even public restrooms.

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For Reflection

- How have you seen brands use size, color, and novelty to encourage you to pay attention to a message?
- Were the techniques effective?

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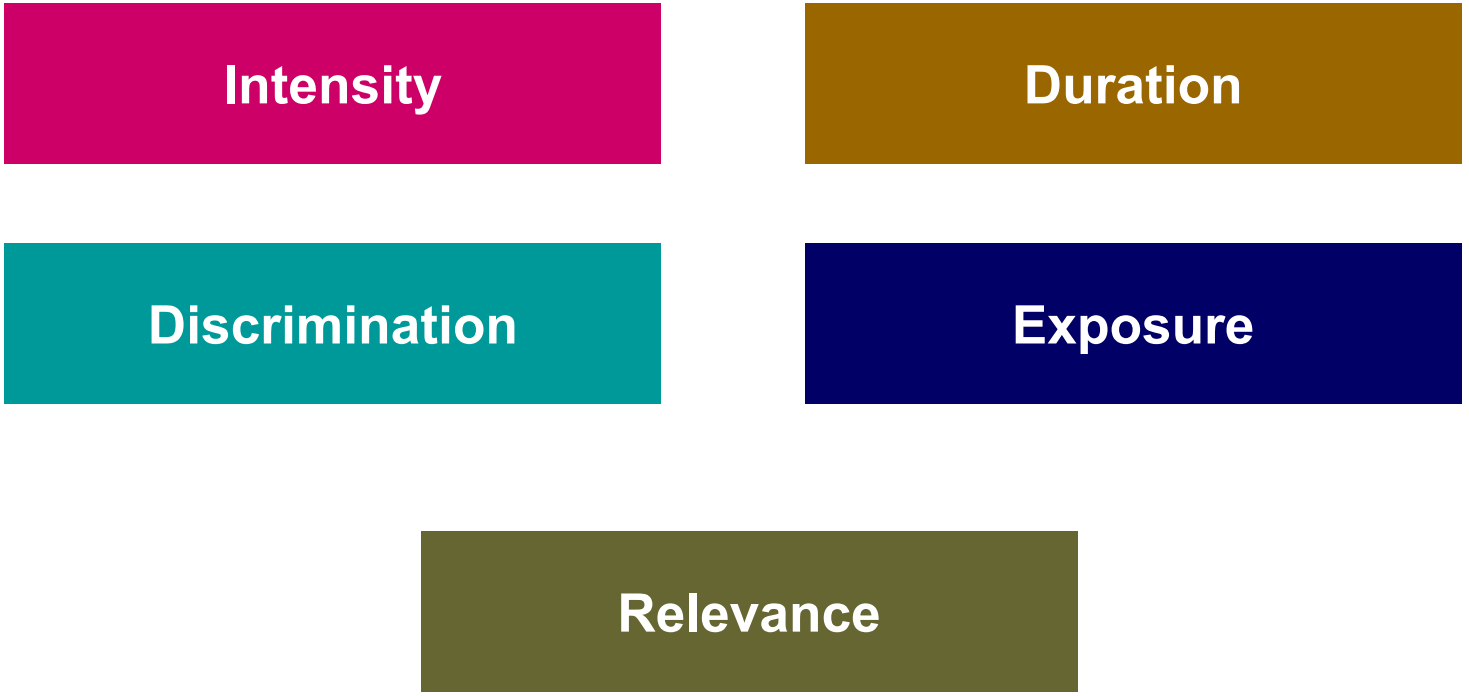
Factors Leading to Adaptation



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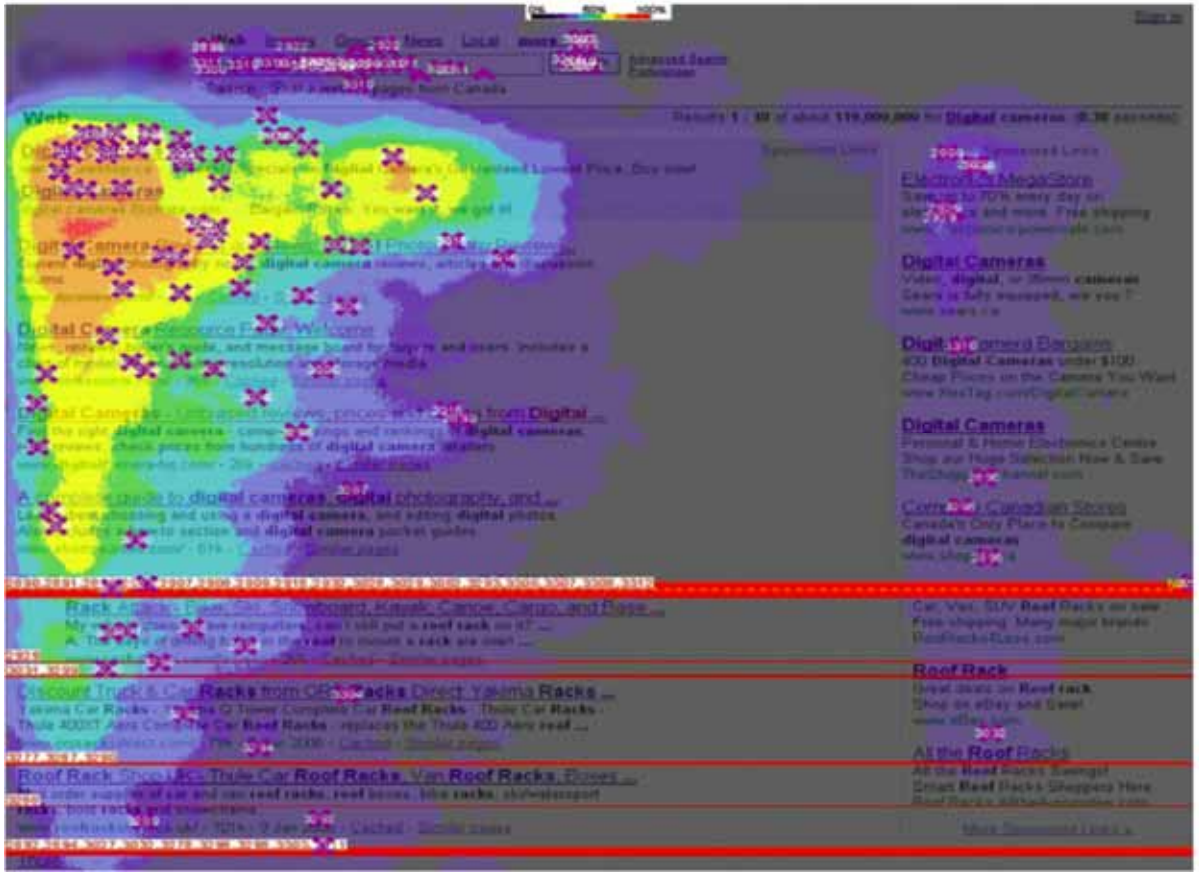
Golden Triangle



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Learning Objective 6

- We interpret the stimuli to which we do pay attention according to learned patterns and expectations.



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Stimulus Organization

- *Gestalt*: the whole is greater than the sum of its parts
  - Closure: people perceive an incomplete picture as complete
  - Similarity: consumers group together objects that share similar physical characteristics
  - Figure-ground: one part of the stimulus will dominate (the figure) while the other parts recede into the background (ground)

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Interpretation

- Interpretation refers to the meaning we assign to sensory stimuli, which is based on a schema



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Learning Objective

- Subliminal advertising is a controversial but largely ineffective way to talk to consumers



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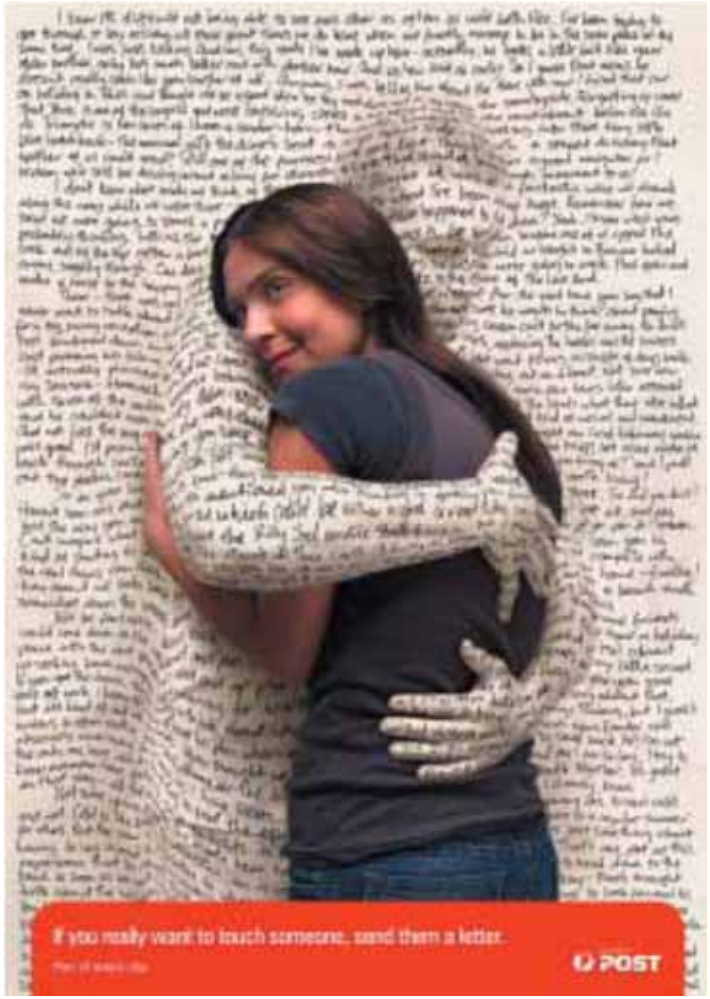
Application of the Figure-Ground Principle



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Subliminal Techniques

- Embeds: figures that are inserted into magazine advertising by using high-speed photography or airbrushing.
- Subliminal auditory perception: sounds, music, or voice text inserted into advertising.

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For Reflection

- Do you think that subliminal perception works?
- Under what conditions could it work?

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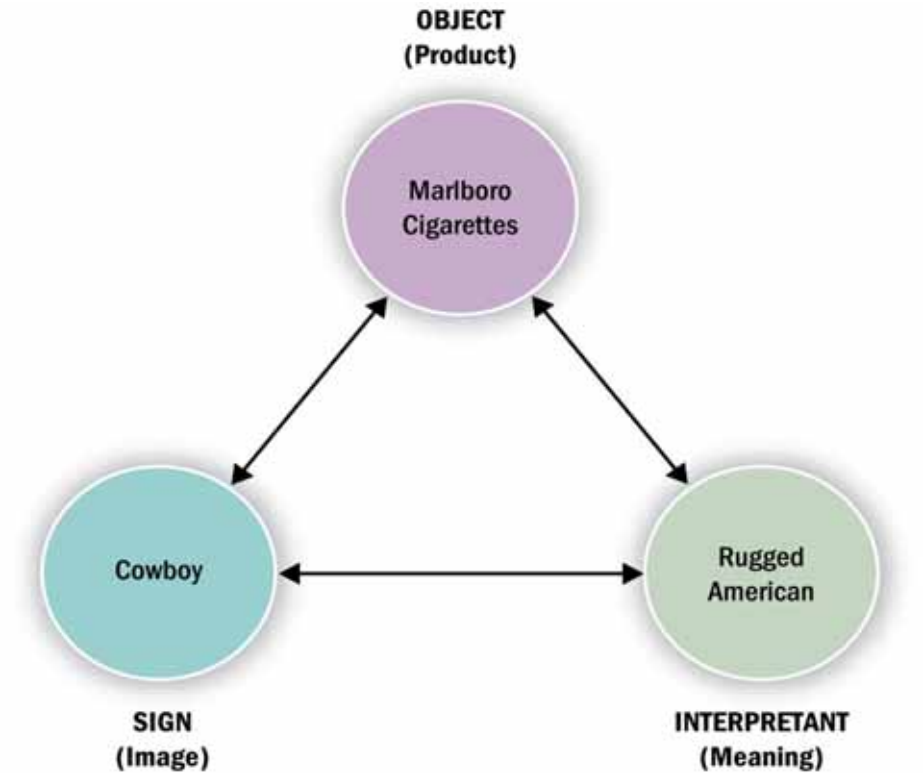
Learning Objective 6

- The field of semiotics helps us to understand how marketers use symbols to create meaning



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Examples of Brand Positioning

Lifestyle	Grey Poupon is “high class”
Price leadership	Southwest Airlines is “no frills”
Attributes	Bounty is “quicker picker upper”
Product class	Mazda Miata is sporty convertible
Competitors	Northwestern Insurance is the quiet company
Occasions	Use Wrigley’s gum when you can’t smoke
Users	Levi’s Dockers targeted to young men
Quality	At Ford, “Quality is Job 1”

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For Reflection

- How do your favorite brands position themselves in the marketplace?
- Which possible positioning strategies seem to be most effective?

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Chapter Summary

- The design of a product affects our perception of it.
- Products and messages may appeal to our senses.
- Perception is a three-stage process that translates raw stimuli into meaning.
- Subliminal advertising is controversial.
- We interpret stimuli using learned patterns.
- Marketers use symbols to create meaning.

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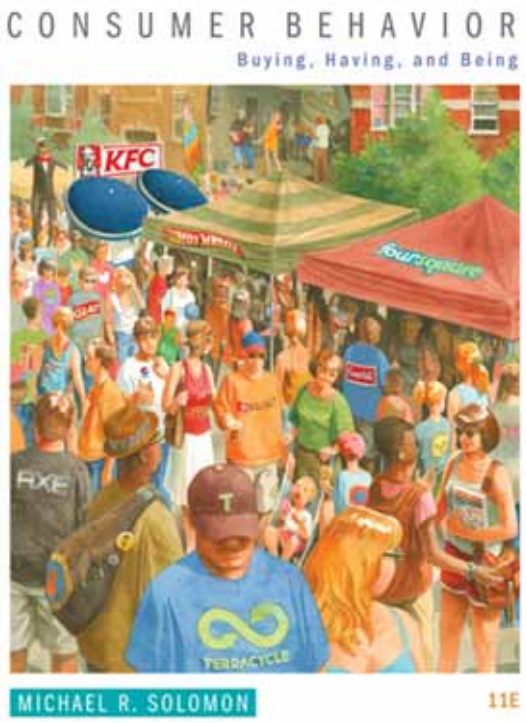
6
Learning and Memory

CONSUMER BEHAVIOR, 11e

Michael R. Solomon



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Learning Objectives

1. It's important for marketers to understand how consumers learn about products and services.
2. Conditioning results in learning.
3. Learned associations can generalize to other things and why this is important to marketers.
4. There is a difference between classical and instrumental conditioning.

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Learning Objectives (Cont.)

5. We learn by observing others' behavior.
6. Our brains process information about brands to retain them in memory.
7. The other products we associate with an individual product influence how we will remember it.
8. Marketer measure our memories about products.
9. Products help us to retrieve memories from our past

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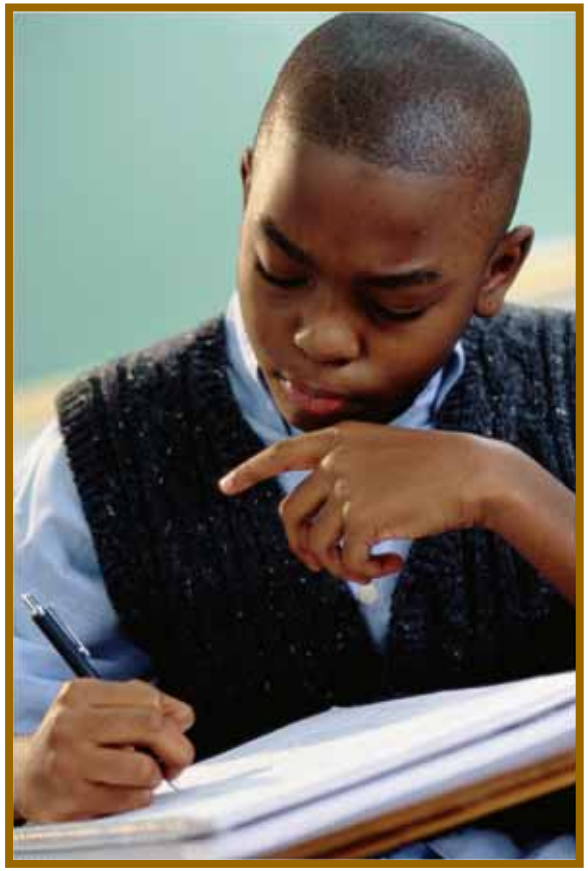
Learning Objective 1

- It is important to understand how consumers learn about products and services



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Theories of Learning

- Behavioral learning theories focus on stimulus-response connections
- Cognitive theories focus on consumers as problem solvers who learn when they observe relationships

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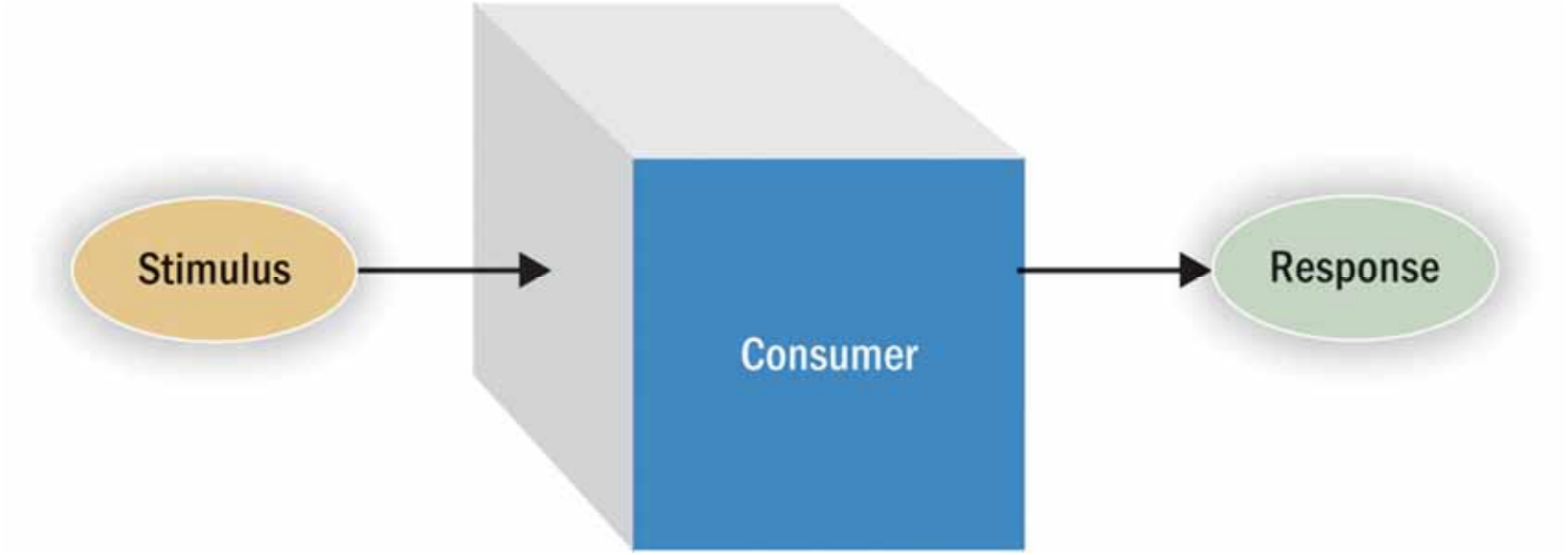
Incidental learning

Learning Objective 2

- Conditioning results in learning.



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Types of Behavioral Learning Theories

Classical conditioning: a stimulus that elicits a response is paired with another stimulus that initially does not elicit a response on its own.



Instrumental conditioning (also, operant conditioning): the individual learns to perform behaviors that produce positive outcomes and to avoid those that yield negative outcomes.



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Classical Conditioning

- Components of Conditioning
  - Unconditioned stimulus
  - Conditioned stimulus
  - Conditioned response
- Conditioning Issues
  - Repetition
  - Stimulus generalization
  - Stimulus discrimination



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Classical Conditioning

Unconditioned Stimulus

Meat

Unconditioned Response

Salivate



Bell

Conditioned Stimulus

Conditioned Response



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Classical Conditioning

- He paired a neutral stimulus (a bell) with a stimulus known to cause a salivation response in dogs. The powder was an unconditioned stimulus (UCS-**şartsız uyarıcı**) because it was naturally capable of causing the response. Over time, the bell became a conditioned stimulus (CS-**şartlı uyarıcı**). The bell did not initially cause salivation but the dogs learned to associate the bell with the meat powder and began to salivate at the sound of the bell only. The drooling of these canine consumers because of a sound was a conditioned response (CR-**şartlı tepki**).

- Conditioning effects are more likely to occur after the conditioned (CS) and unconditioned (UCS) stimuli have been paired a number of times. This effect is known as repetition. Stimuli similar to a CS may evoke similar responses. This is known as stimulus generalization. Conditions may also weaken over time especially when a UCS does not follow a stimulus similar to a CS. This is called stimulus

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For Reflection

- How might classical conditioning operate for a consumer who visits a new tutoring Web site and is greeted by the Web site's avatar who resembles Albert Einstein?

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Learning Objective 3

- Learned associations with brands generalize to other products. We can utilize these associations in marketing applications through
  - Repetition
  - Conditioned product associations
  - Stimulus generalizations

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Marketing Applications of Repetition

- Repetition increases learning
- More exposures = increased brand awareness
- When exposure decreases, extinction occurs
- However, too MUCH exposure leads to advertising wear out

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Marketing Applications of Stimulus Generalization

- Stimulus generalization: tendency for stimuli similar to a conditioned stimulus to evoke similar, unconditioned responses.
  - Family branding
  - Product line extensions
  - Licensing
  - Look-alike packaging

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For Reflection

- *Some advertisers use well-known songs to promote their products. They often pay more for the song than for original compositions. How do you react when one of your favorite songs turns up in a commercial?*
- *Why do advertisers do this? How does this relate to learning theory?*

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Learning Objective 4

- There is a difference between classical and instrumental conditioning and both processes help consumers to learn about products.



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How Does Instrumental Conditioning Occur?

- Positive reinforcement
- Negative reinforcement
- Punishment

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How Does Instrumental Conditioning Occur?

Instrumental conditioning occurs in one of three ways:

1-When the environment provides positive reinforcement in the form of a reward, this strengthens the response and we learn the appropriate behavior. For example, a woman who gets compliments after wearing Obsession perfume learns that using this product has the desired effect, and she will be more likely to keep buying the product.

2-Negative reinforcement also strengthens responses so that we learn the appropriate behavior. A perfume company might run an ad showing a woman sitting home alone on a Saturday night because she did not wear its fragrance. The message this conveys is that she could have avoided this negative outcome if only she had used the perfume.

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How Does Instrumental Conditioning Occur?

3-In contrast to situations where we learn to do certain things in order to avoid unpleasantness, punishment occurs when unpleasant events follow a response (such as when our friends ridicule us if we wear a nasty-smelling perfume). We learn the hard way not to repeat these behaviors.

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Learning Objective 5

- We learn about products by observing others' behavior.

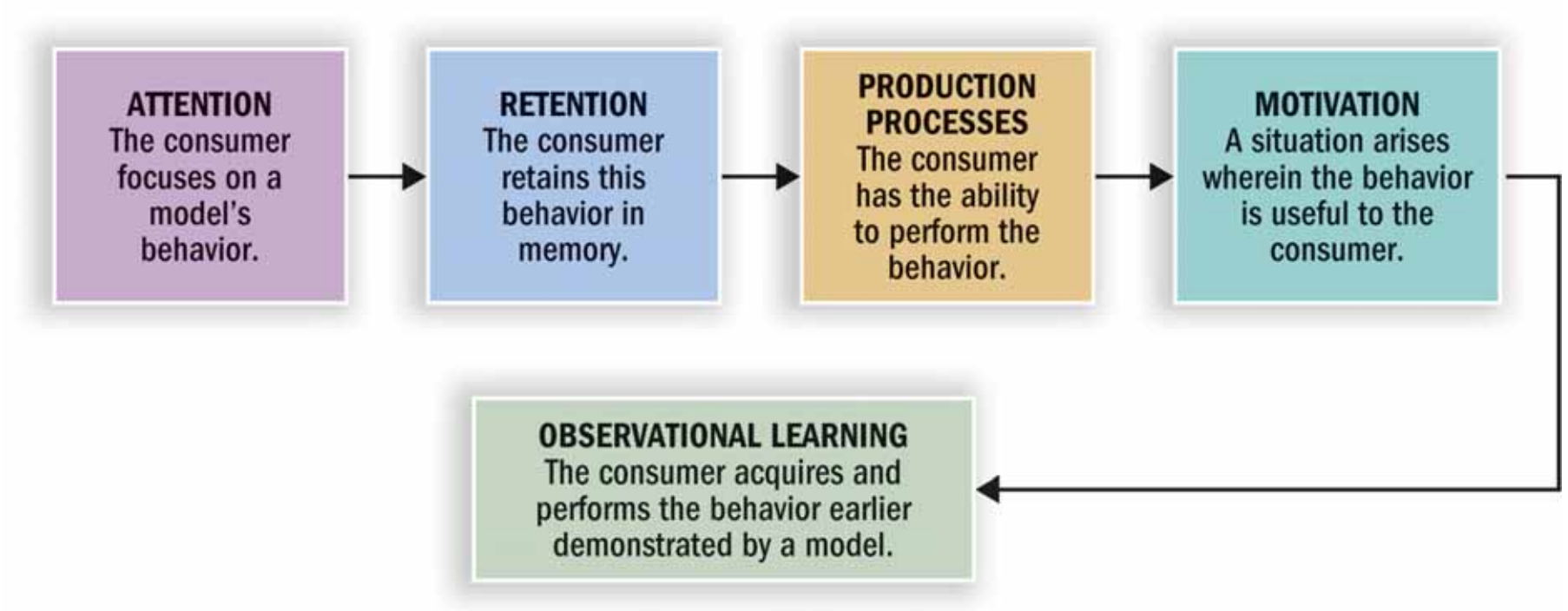

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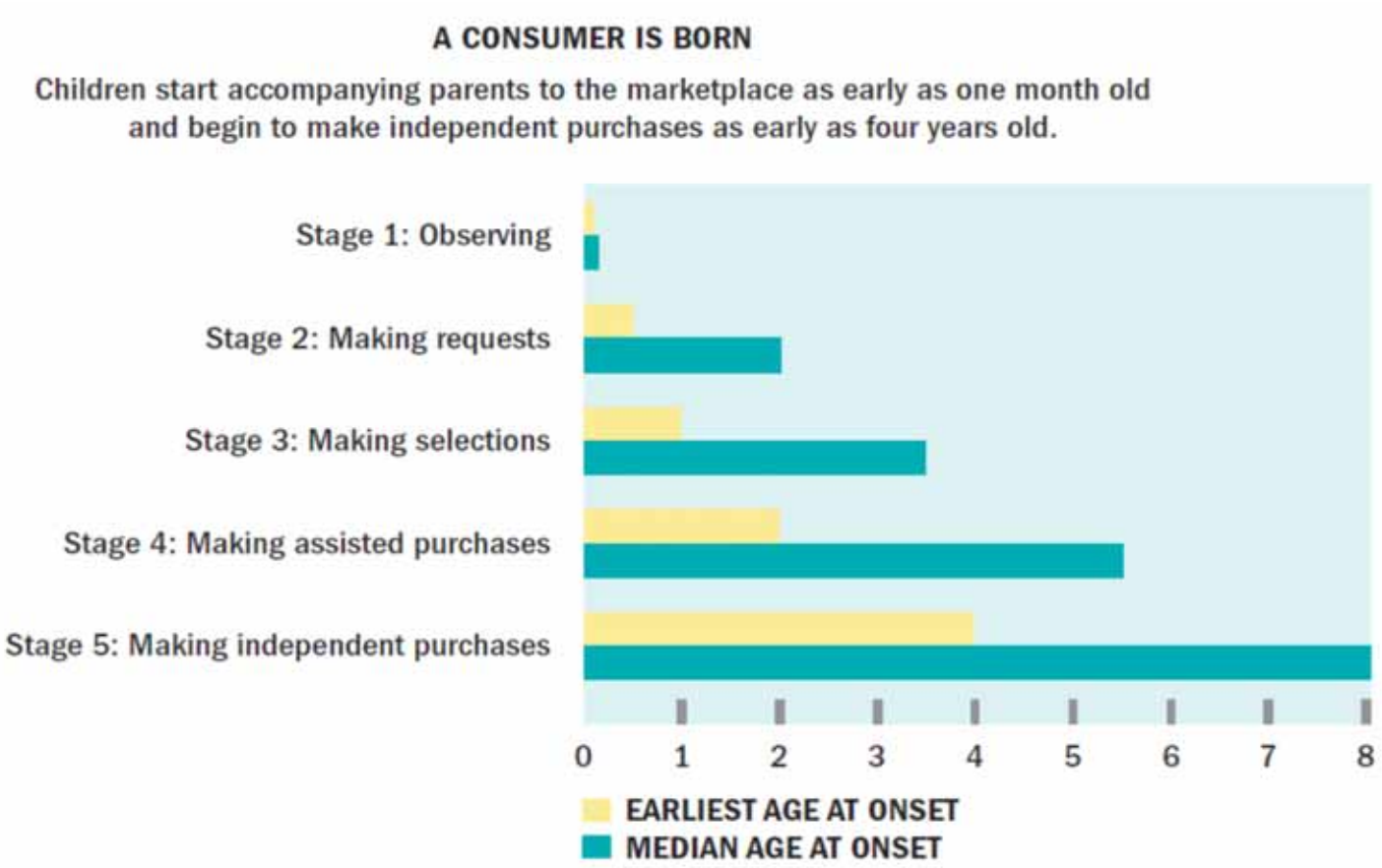
Figure 6.3 Five Stages of Consumer Development



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Parental Socialization Styles

- Authoritarian parents
- Neglecting parents
- Indulgent parents

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Parental Socialization Styles

Parents exhibit different styles when they socialize their children:

- Authoritarian parents are hostile, restrictive, and emotionally uninvolved. They do not have warm relationships with their children, they censor the types of media their children see, and they tend to have negative views about advertising.
- Neglecting parents also are detached from their children, and the parents don't exercise much control over what their children do.
- Indulgent parents communicate more with their children about consumption-related matters and are less restrictive. They believe that children should be allowed to learn about the marketplace without much interference.

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For Reflection

- How did your parents influence your development as a consumer?
- How much freedom were you provided in terms of your consumer choices?

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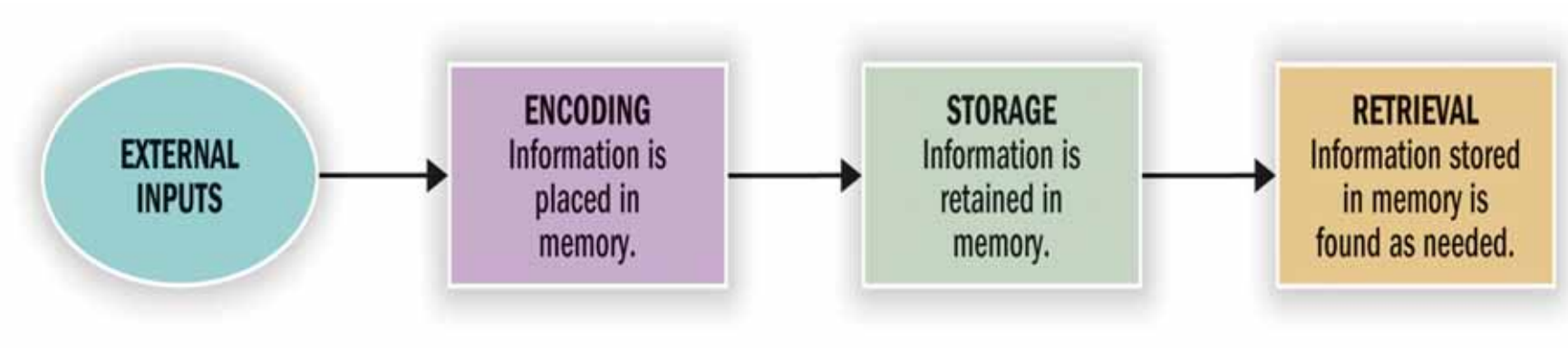
Learning Objective 6

- Our brains process information about brands to retain them in memory.



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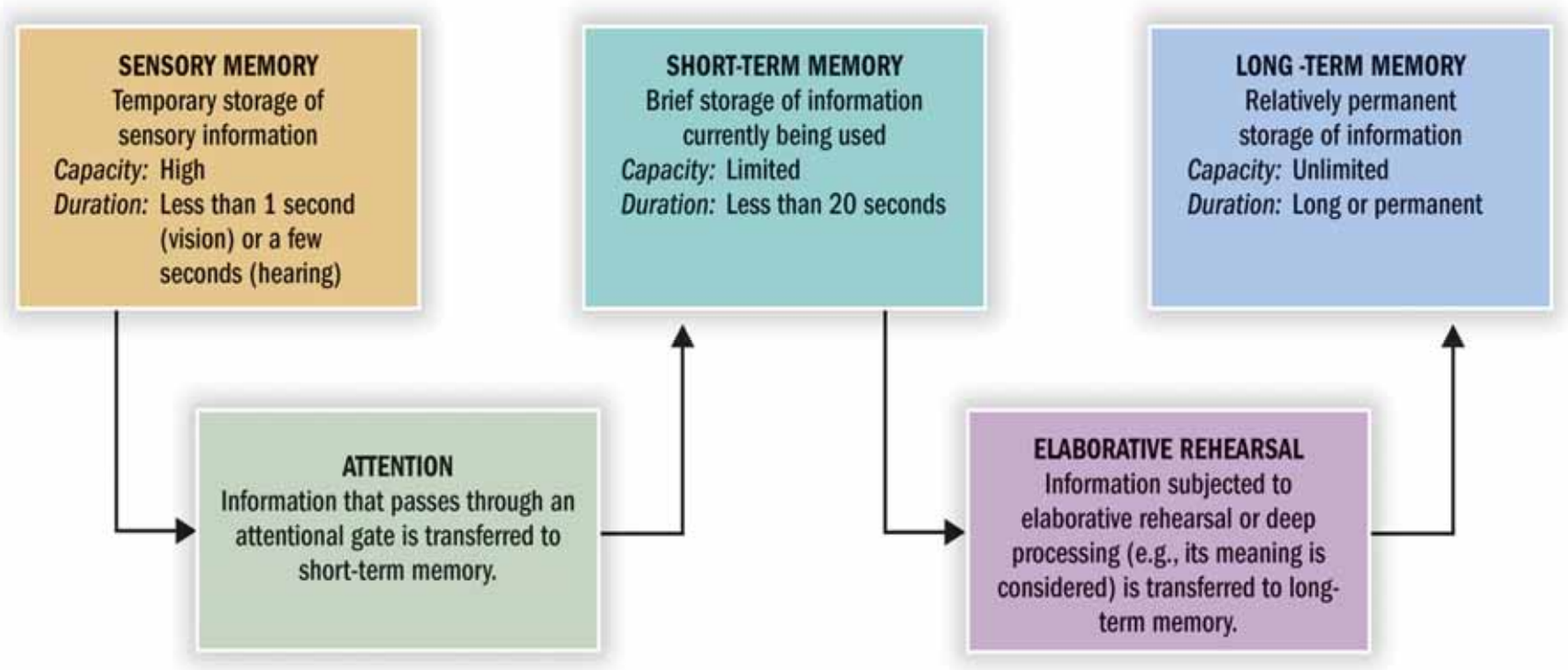
Memory Systems



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For Reflection

- What's a memory that you just can't seem to forget (bonus, if you think of one related to a brand)?
- Now that you know the types of memory and how your mind stores information, why do you think the memory stays with you?

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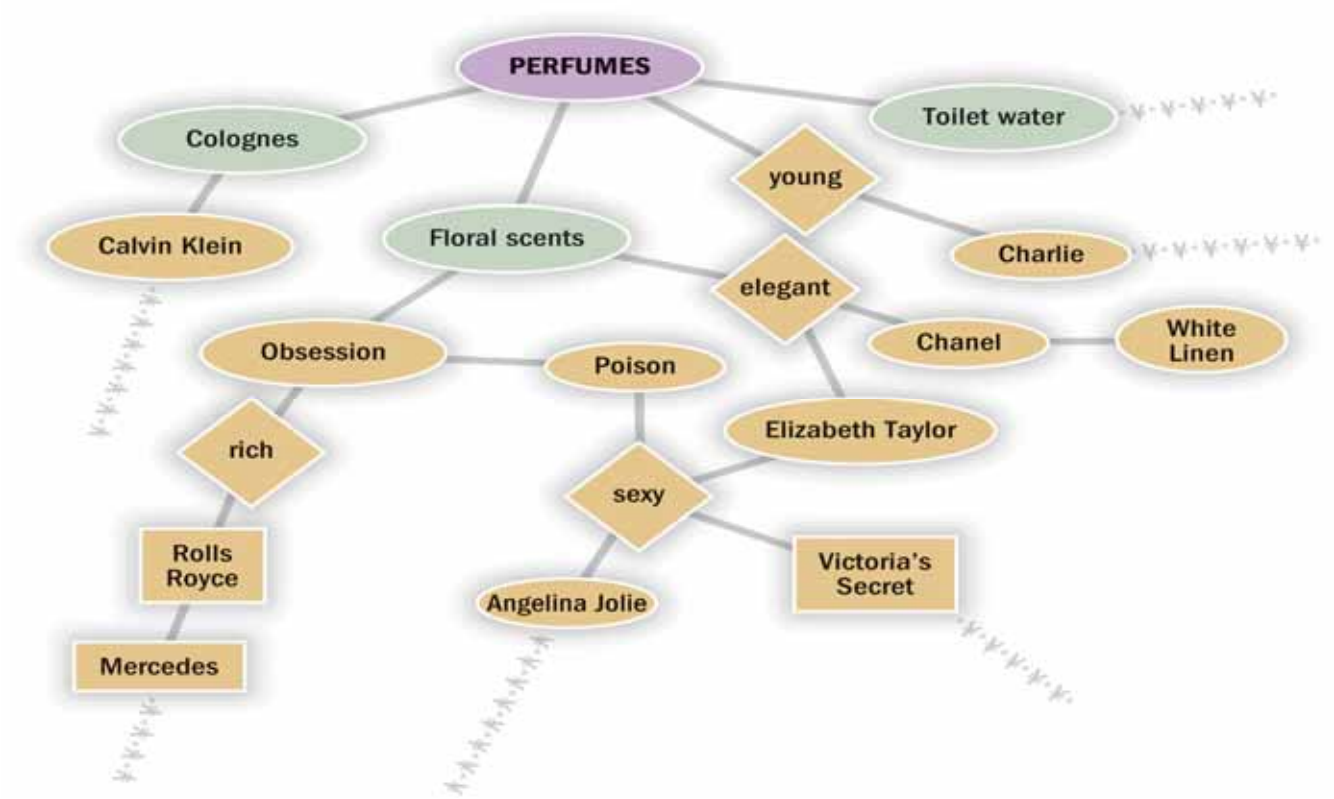
Learning Objective 7

- The other products we associate with an individual product influence how we will remember it.



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Spreading Activation

- Brand-specific
- Ad-specific
- Brand identification
- Product category
- Evaluative reactions

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For Reflection

- Identify a script you expect when you use a specific product. Did your script facilitate or limit marketing objectives?

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Learning Objective 8

- Marketers measure our memories about products and ads.



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Measuring Memory for Marketing Stimuli

- Recognition versus recall
- Problems with memory measures
  - Response biases
  - Memory lapses
    - Omitting
    - Averaging
    - Telescoping
  - Illusion of truth effect

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Measuring Memory for Marketing Stimuli

- Recognition versus recall: In the typical recognition test, subjects are shown ads one at a time and asked if they have seen them before. In contrast, free recall tests ask consumers to produce independently previously acquired information and then perform a recognition test on it.

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Measuring Memory for Marketing Stimuli

- Response biases: Results obtained from a measuring instrument are not necessarily due to what is being measured, but rather to something else about the instrument or the respondent. This form of contamination is called a **response bias**. For example, people tend to give ‘yes’ responses to questions regardless of what is asked.

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Measuring Memory for Marketing Stimuli

- Memory lapses: People are also prone to forgetting information unintentionally. Typical problems include omitting (the leaving out of facts), averaging (the tendency to ‘normalize’ things and not report extreme cases), and telescoping (the inaccurate recall of time).

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Measuring Memory for Marketing Stimuli

- Illusion of truth effect: The illusion of truth effect may occur as well. This effect refers to the phenomenon of people remembering a claim is true when they have been told the claim is false.

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The Marketing Power of Nostalgia

- Marketers may resurrect popular characters to evoke fond memories of the past
  - Nostalgia
  - Retro brand



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Learning Objective 9

- Products help us to retrieve memories from our past.



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Understanding When We Remember



- State-dependent retrieval
- Familiarity and recall
- Salience and the “von Restorff” effect
- Viewing context
- Pictorial versus verbal cues

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Understanding When We Remember



- State-dependent retrieval:
  In a process termed state-dependent retrieval, people are better able to access information if their internal state is the same at the time of recall as it was when the information was learned. A consumer is more likely to recall an ad, for example, if his or her mood or level of arousal at the time of exposure is similar to that in the purchase environment.

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Understanding When We Remember



- **Familiarity and recall:** As a general rule, prior familiarity with an item enhances its recall. Indeed, this is one of the basic goals of marketers who are trying to create and maintain awareness of their products. The more experience a consumer has with a product, the better use that person is able to make of product information

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Understanding When We Remember



- Salience and the "von Restorff" effect: The salience of a brand refers to its prominence or level of activation in memory. Stimuli that stand out in contrast to their environment are more likely to command attention, which, in turn, increases the likelihood that they will be recalled.
- Almost any technique that increases the novelty of a stimulus also improves recall (a result known as the von Restorff effect). This effect explains why unusual advertising or distinctive packaging tends to facilitate brand recall.

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Understanding When We Remember



- Ögrenilecek materyal içerisinde önemli olanlar eğer diğerlerinden farklı bir yazı,şekil,renk vs ile diğerlerinden ayrılırsa daha kolay hatırlanacaktır.Örneğin,önemli kelimelerin altının çizilmesi,daha büyük yazılması,farklı renklerde yazılması yada fosforlu kalemle işaretlenmesi gibi teknikler hatırlamayı kolaylaştıracaktır. Bu duruma Von Restorff Etkisi yada tecrit etkisi denilmektedir.Bu etki şekil zemin ilişkisine oldukça benzemektedir. Örneğin : “metin,ağaç,insan,YAZI,kalem,kitap” bu kelimelerden “yazı” kelimesi diğerlerinden daha koyu,daha büyük ve değişik olarak yazıldığı için diğerlerine oranla daha kolay hatırlanacaktır.

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Chapter Summary

- Marketers need to know how consumers learn in order to develop effective messages.
- Conditioning results in learning and learned associations can generalize to other things.
- Learning can be accomplished through classical and instrumental conditioning and through observing the behavior of others.
- We use memory systems to store and retrieve information.

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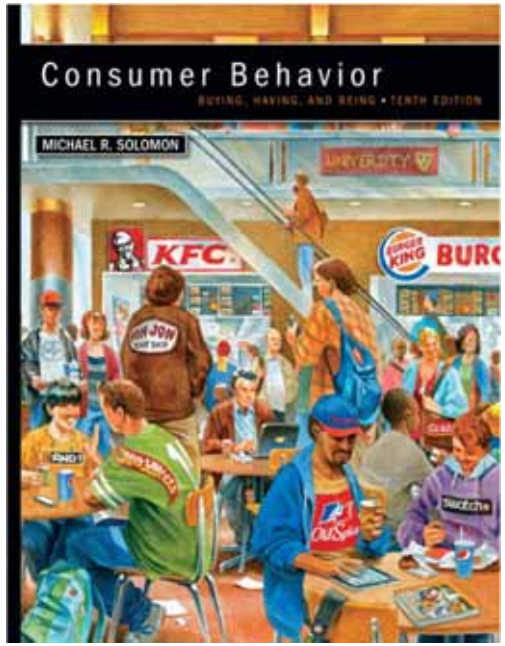
7
The Self

CONSUMER BEHAVIOR, 11e

Michael R. Solomon



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What is Self-Concept?

- **Self-concept** summarizes the beliefs a person holds about his own attributes and how he evaluates the self on these qualities.
- Attribute dimensions: content, positivity, intensity, stability over time, and accuracy

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Self-Concept

- The self-concept is a very complex structure. We describe attributes of self-concept along such dimensions as ***content*** *(*for example, facial attractiveness versus mental aptitude), ***positivity*** (in other words, self-esteem), ***intensity*** and ***stability*** over time, and ***accuracy*** (specifically, the degree to which one's self-assessment corresponds to reality).

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What is Self-Esteem?

- **Self-esteem** refers to the positivity of a person's self-concept. People with low self-esteem expect that they will not perform very well, and they will try to avoid embarrassment, failure, and rejection.

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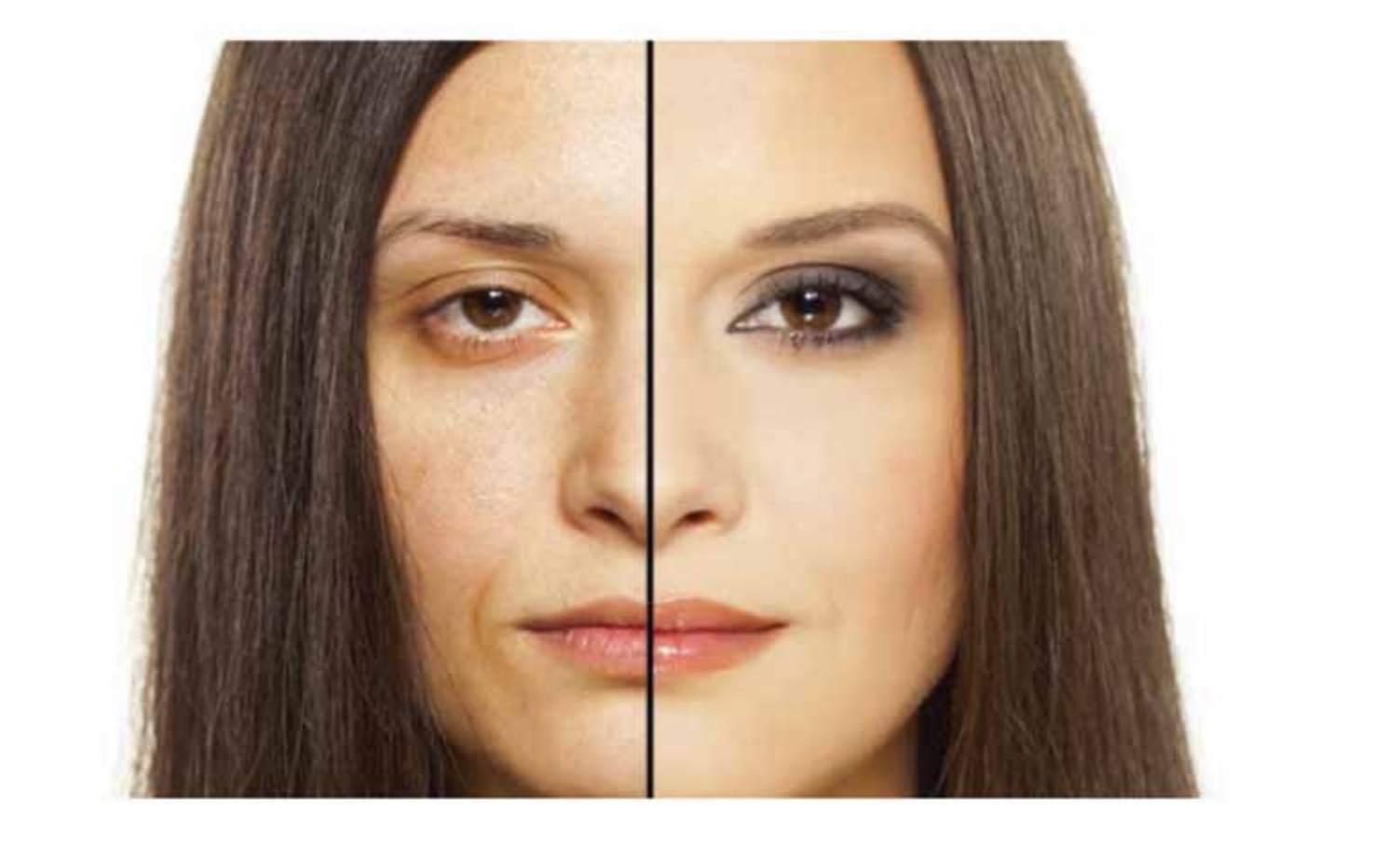
Variables Influencing Image



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Real and Ideal Selves

- Ideal self: our conception of how we would like to be
- Actual self: our more realistic appraisal of the qualities we have
- Products can:
  - Help us reach ideal self
  - Be consistent with actual self
- Impression management means that we work to “manage” what others think of us

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Multiple Selves

- Marketers pitch products needed to facilitate active role identities

Sister

Woman

Friend



Wife

Spokesperson

Pro athlete

Mother

American citizen

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The looking-glass self

- This process of imagining the reactions of others towards us is known as ‘taking the role of the other’, or the **looking-glass self**. According to this view, our desire to define ourselves operates as a sort of psychological sonar: we take readings of our own identity by ‘bouncing’ signals off others and trying to project what impression they have of us.
- The looking-glass image we receive will differ depending upon whose views we are considering.

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Self-consciousness

- There are times when people seem to be painfully aware of themselves. If you have ever walked into a class in the middle of a lecture and noticed that all eyes were on you, you can understand this feeling of *self-consciousness*. In contrast, consumers sometimes behave with shockingly little self-consciousness.
- For example, people may do things in a stadium, a riot or a student party that they would never do if they were highly conscious of their behaviour.

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Self-consciousness

- Several measures have been devised to measure this tendency. Consumers who score high on a scale of *public self-consciousness*, for example, are also more interested in clothing and are heavier users of cosmetics.
- A similar measure is *self-monitoring*. High selfmonitors are more attuned to how they present themselves in their social environments, and their product choices are influenced by their estimates of how these items will be perceived by others.

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Learning Objective 2

- Products often define a person's self-concept.



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You Are What You Consume

- Social identity as individual consumption behaviors
  - Question: Who am I now?
  - Answer: To some extent, your possessions!
- Inference of personality based on consumption patterns
- People who have an incomplete self-definition complete the identity by acquisition

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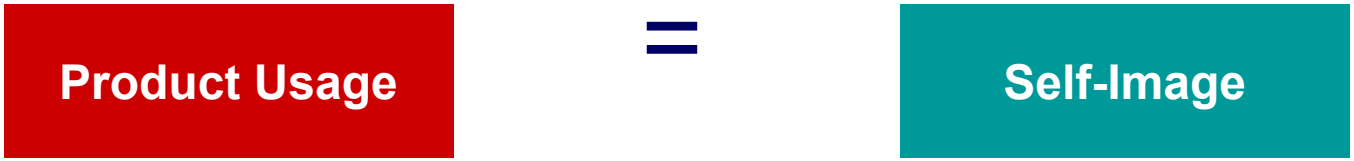
Self/Product Congruence

- Consumers demonstrate their values through their purchase behavior
- Self-image congruence models: we choose products when attributes matches the self



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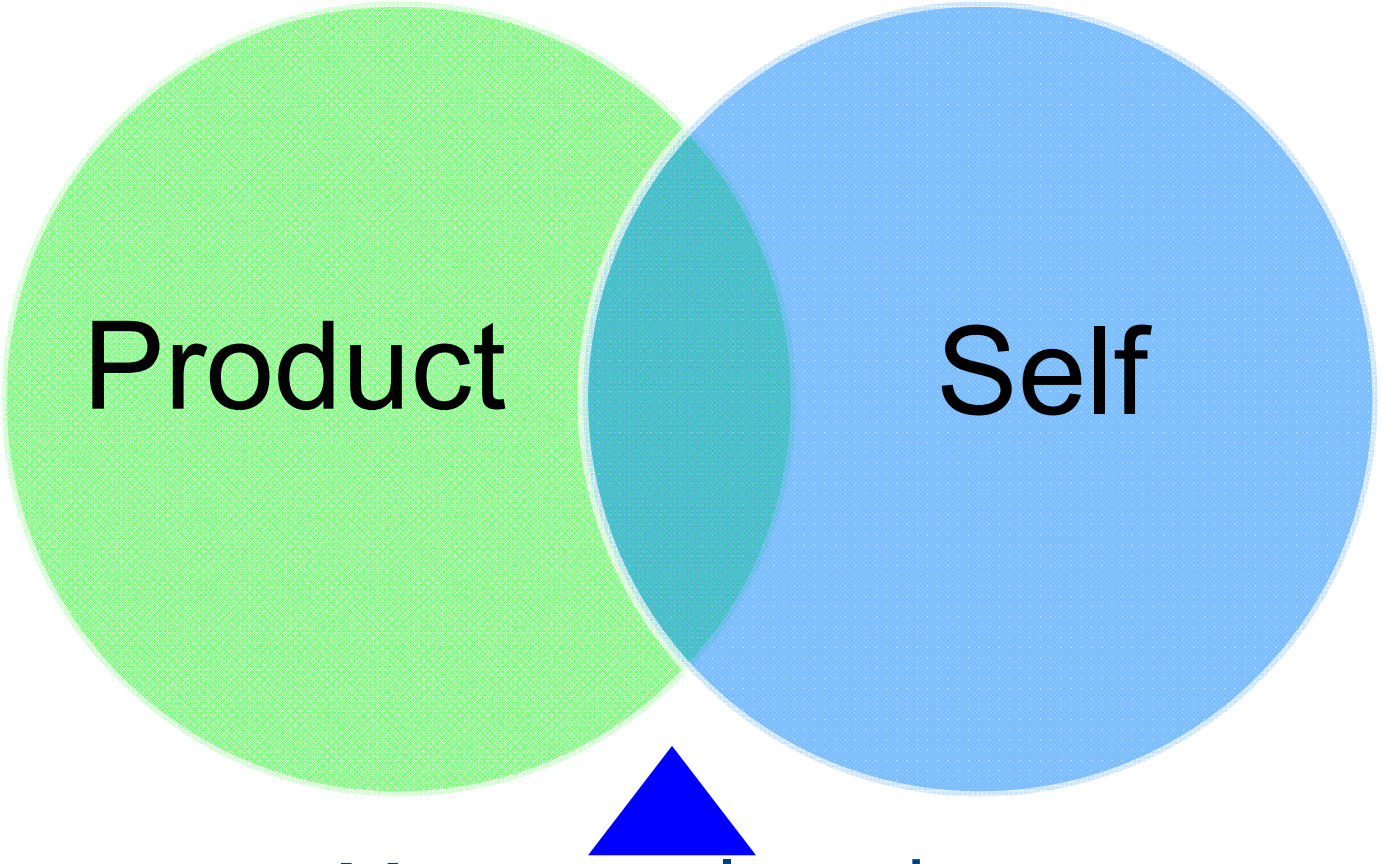
Self/Product Congruence



OBJECTIVE:

More overlap - better you like the product

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The Levels of the Extended Self

- Individual: personal possessions (cars, clothing)
- Family: residence and furnishings
- Community: neighborhood or town where you live
- Group: social or other groups



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The Digital Self



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Learning Objective 3

- A consumer's personality influences the way he responds to marketing stimuli, but efforts to use this information in marketing contexts meet with mixed results.

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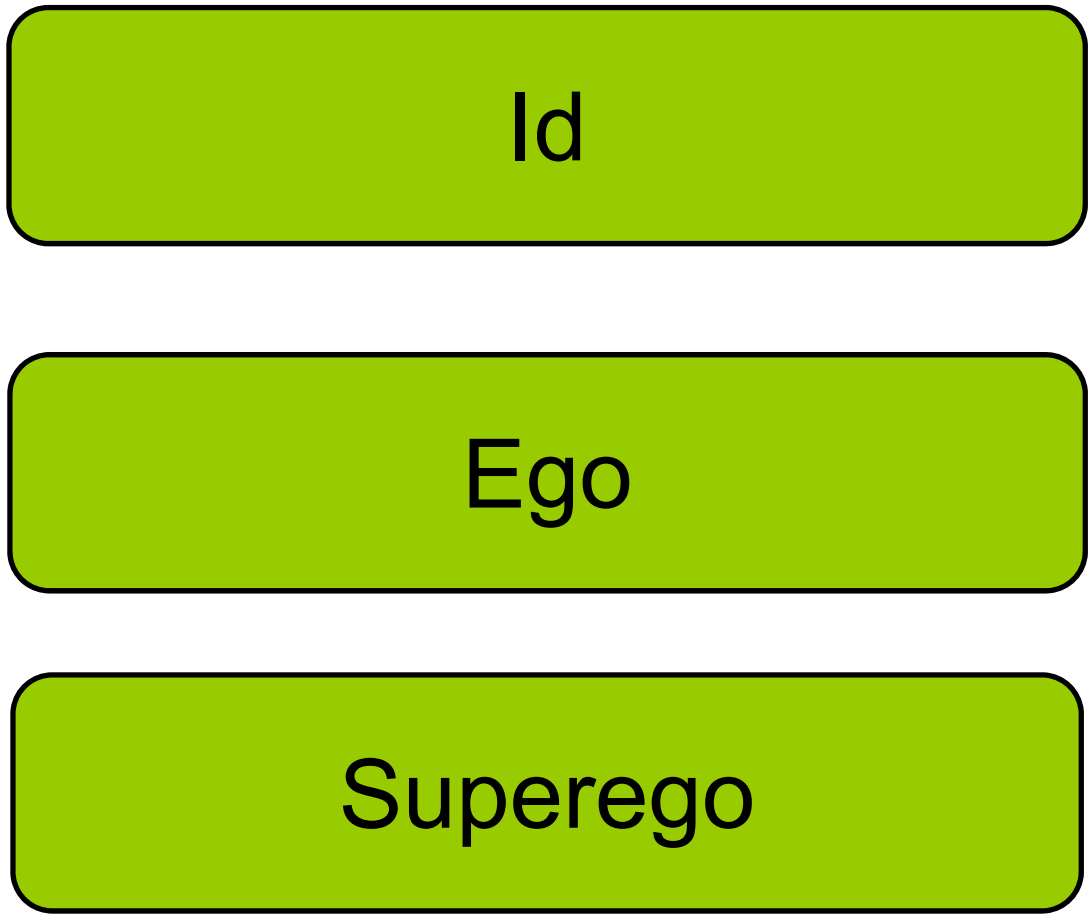
Freud



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Freudian **Systems**

Sigmund Freud developed the idea that much of one's adult personality stems from a fundamental conflict between a person's desire to gratify his or her physical needs and the necessity to function as a responsible member of society.

- The id is oriented toward immediate gratification and. It operates on the pleasure principle (behavior guided by the primary desire to maximize pleasure and avoid pain). The id is selfish and acts without regard to consequences.
- The superego is the counterweight to the id or one's conscience. It internalizes society's rules and it works to prevent the id from seeking selfish gratification.
- The ego is the system that mediates between the id and the superego. The ego tries to balance these two opposing forces according to the reality principle, whereby it finds ways to gratify the id that will be acceptable to the outside world. Much of this battle occurs in the unconscious mind.

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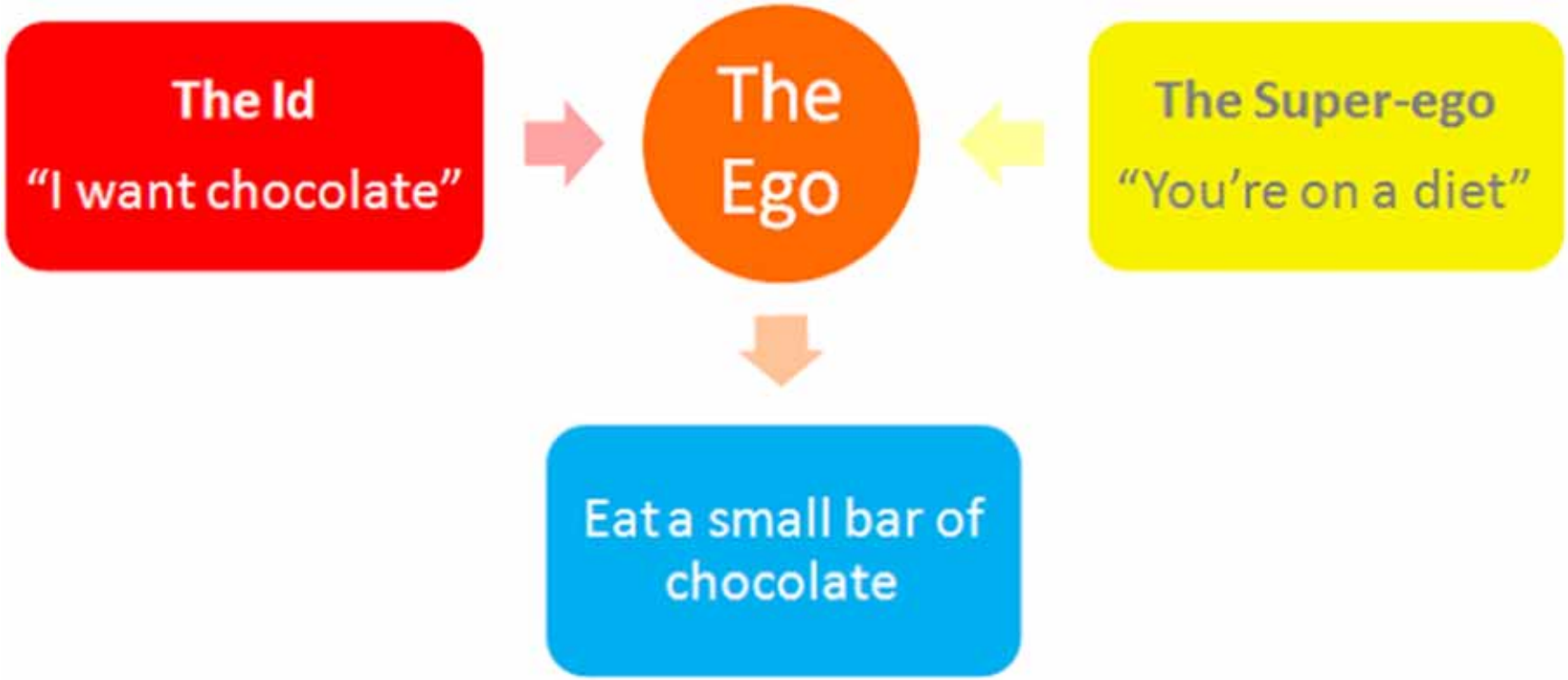

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Motivational Research and Consumption Motives

- Power-masculinity-virility
- Security
- Eroticism
- Moral purity-cleanliness
- Social acceptance
- Individuality
- Status
- Femininity
- Reward
- Mastery over environment
- Disalienation
- Magic-mystery

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Table 4.1 Major motives for consumption as identified by Ernest Dichter

Motive	
Power – masculinity-virility	Power: Sugary products and large breakfasts (to charge oneself up), bowling, electric trains, hot rods, power tools Masculinity-virility: Coffee, red meat, heavy shoes, toy guns, buying fur coats for women, shaving with a razor
Security	Ice cream (to feel like a loved child again), full drawer of neatly ironed shirts, real plaster walls (to feel sheltered), home baking, hospital care
Eroticism	Sweets (to lick), gloves (to be removed by woman as a form of undressing), a man lighting a woman's cigarette (to create a tension-filled moment culminating in pressure, then relaxation)
Moral purity – cleanliness	White bread, cotton fabrics (to connote chastity), harsh household cleaning chemicals (to make housewives feel moral after using), bathing (to be equated with Pontius Pilate, who washed blood from his hands), oatmeal (sacrifice, virtue)
Social acceptance	Companionship: Ice cream (to share fun), coffee Love and affection: Toys (to express love for children), sugar and honey (to express terms of affection) Acceptance: Soap, beauty products
Individuality	Gourmet foods, foreign cars, cigarette holders, vodka, perfume, fountain pens
Status	Scotch, ulcers, heart attacks, indigestion (to show one has a high-stress, important job!); carpets (to show one does not live on bare earth like peasants)
Femininity	Cakes and cookies, dolls, silk, tea, household curios
Reward	Cigarettes, candy, alcohol, ice cream, cookies
Mastery over environment	Kitchen appliances, boats, sporting goods, cigarette lighters
Disalienation (a desire to feel connectedness to things)	Home decorating, skiing, morning radio broadcasts (to feel 'in touch' with the world)
Magic – mystery	Soups (having healing powers), paints (change the mood of a room), carbonated drinks (magical effervescent property), vodka (romantic history), unwrapping of gifts

Neo-Freudian Theories

- Karen Horney
  - Compliant versus detached versus aggressive
- Alfred Adler
  - Motivation to overcome inferiority
- Harry Stack Sullivan
  - Personality evolves to reduce anxiety
- Carl Jung
  - Developed analytical psychology

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The ten needs, as set out by Horney:

Moving Toward People

1. The need for **affection and approval**; pleasing others and being liked by them.

2. The need for **a partner**; one whom they can love and who will solve all problems.

Moving Against People

3. The need for **power**; the ability to bend wills and achieve control over others—while most persons seek strength, the neurotic may be desperate for it.

4. The need to **exploit others**; to get the better of them. To become manipulative, fostering the belief that people are there simply to be used.

5. The need for **social recognition**; prestige and limelight.

6. The need for **personal admiration**; for both inner and outer qualities—to be valued.

7. The need for **personal achievement**; though virtually all persons wish to make achievements, as with No. 3, the neurotic may be desperate for achievement.

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The ten needs, as set out by Horney:

Moving Away from People

8. The need for **self sufficiency** and independence; while most desire some autonomy, the neurotic may simply wish to discard other individuals entirely.

9. The need for **perfection**; while many are driven to perfect their lives in the form of well being, the neurotic may display a fear of being slightly flawed.

10. Lastly, the need to **restrict life practices** to within narrow borders; to live as inconspicuous a life as possible.

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Carl Jung, Father of Analytical Psychology

- Disciple of Freud
- Established concept of collective unconscious
- Explained the creation of archetypes
  - Old wise man
  - Earth mother
- Young & Rubicam uses the concept of archetypes in its BrandAsset® Archetypes model

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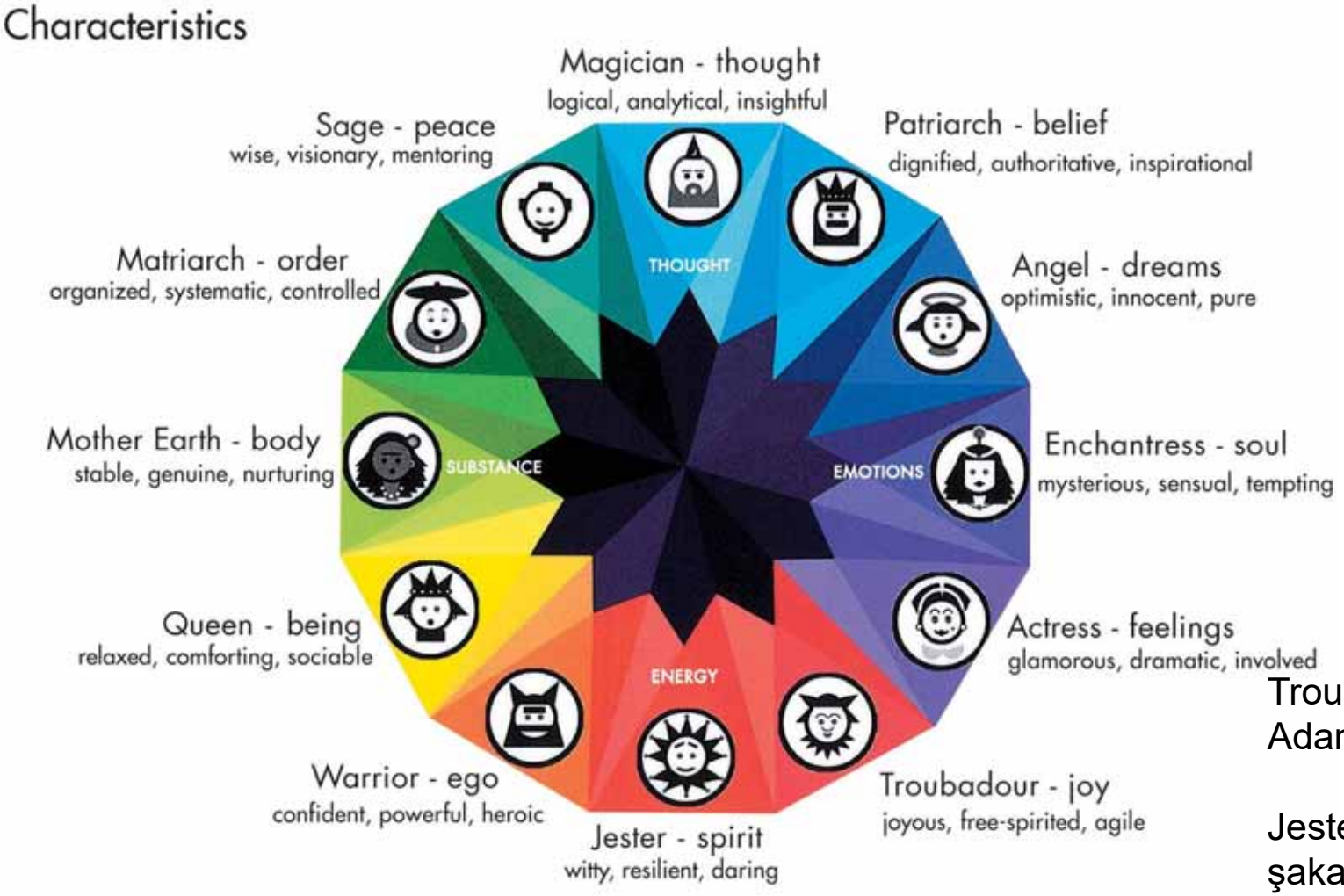
Figure 6.1 BrandAsset Valuator Archetypes



Troubadour: Müzik Adamı

Jester: şakacı/soytarı

Sage: Hikmet Sahibi

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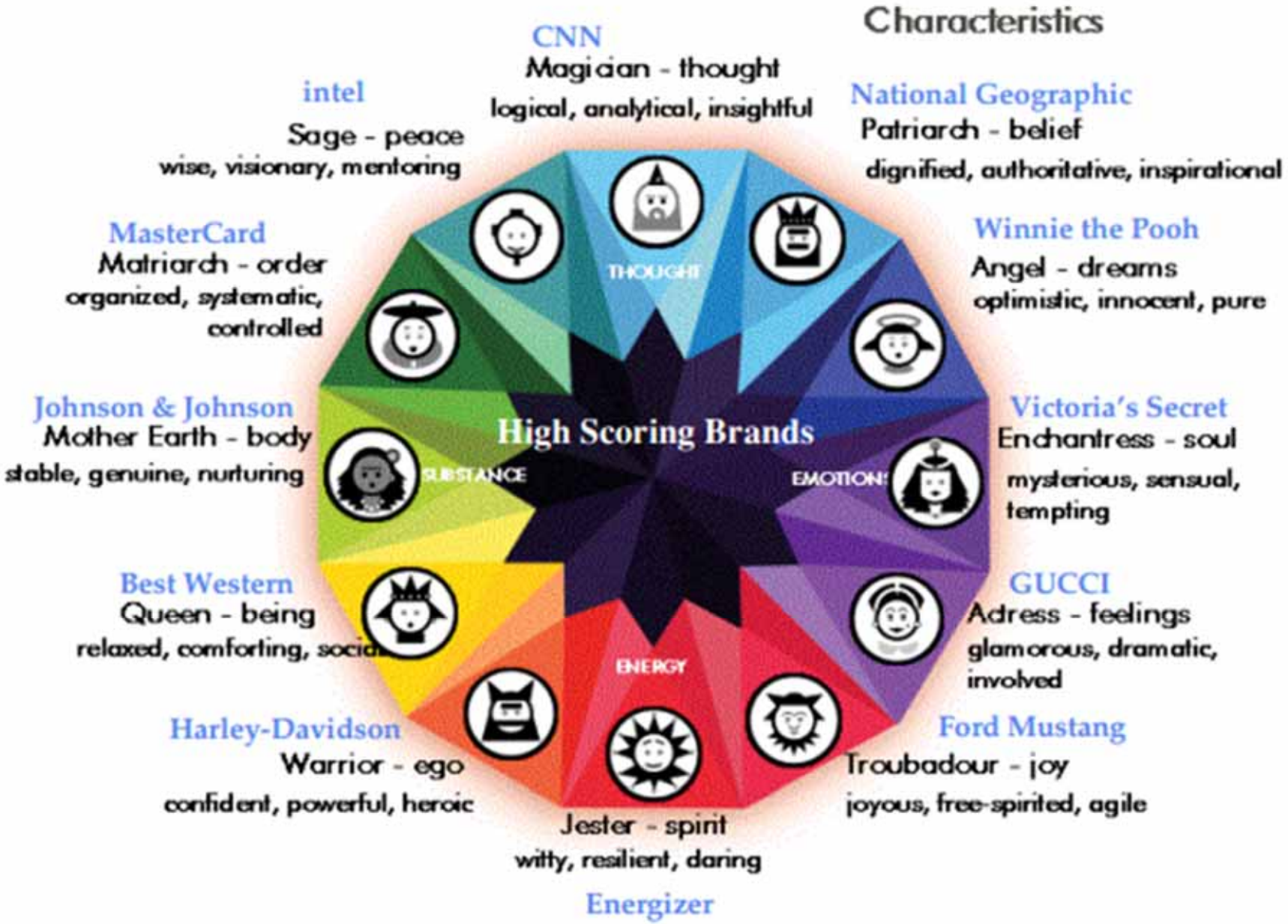

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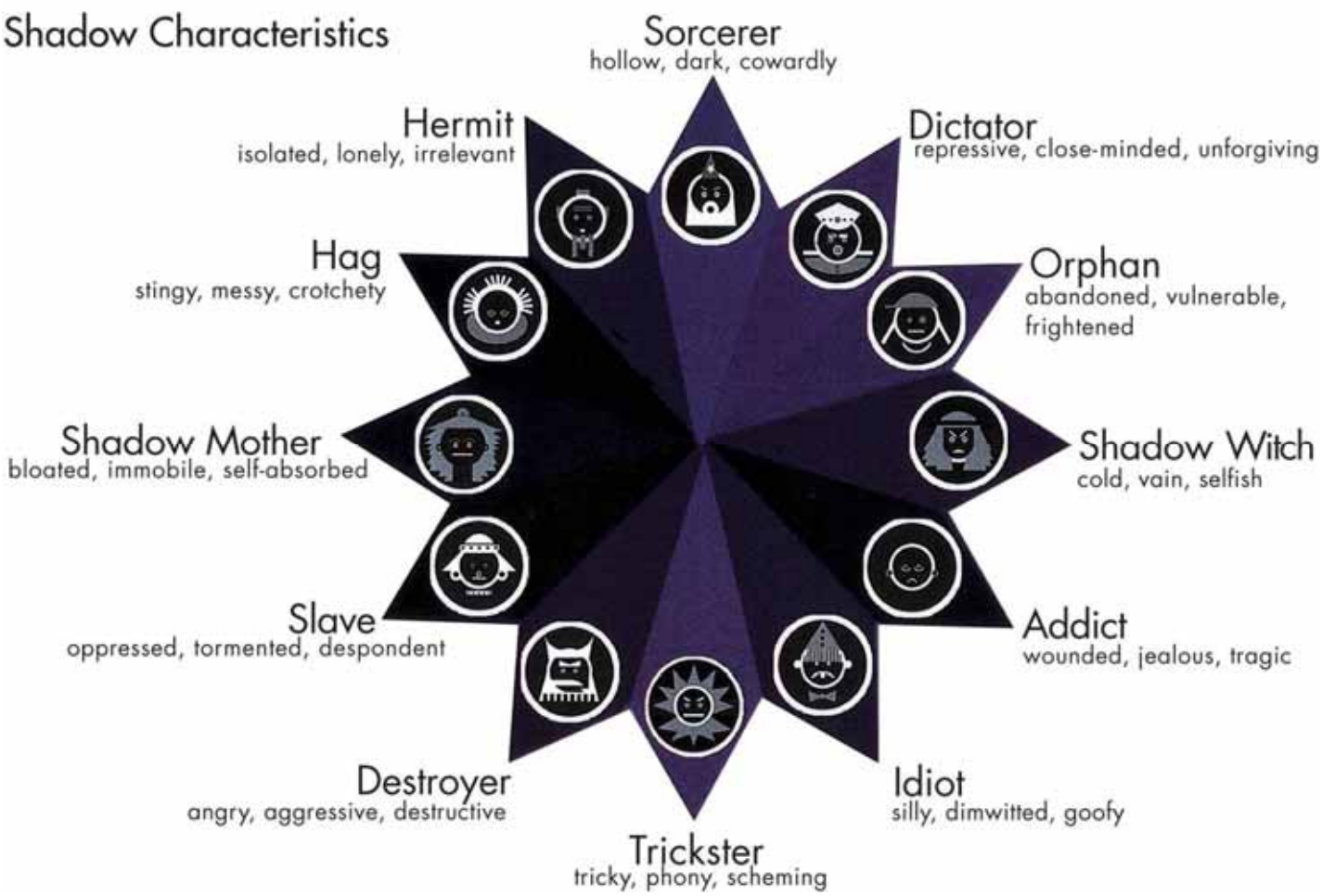
Ditzo
lonely planet
BEN & JERRY'S
LEGO
ALFA ROMEO
explorer
outlaw
jester
creator
lover
hero
caregiver
Rabobank
magician
everyman
sage
ruler
innocent
HEMA
Red Bull
Audi
at Home

Figure 6.1 BrandAsset Valuator Archetype (continued)



Sorcerer: Büyücü

Trickster: Düzenbaz

Hag: Cadı/Cadaloz

Hermit: Münzevi

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Trait Theory

- Personality traits: identifiable characteristics that define a person
- Traits relevant to consumer behavior:
  - Innovativeness
  - Materialism
  - Self-consciousness
  - Need for cognition
  - Frugality

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Trait Theory

- Trait theory focuses on the quantitative measurement of personality traits. Personality traits are the identifiable characteristics that define a person. For instance, we might say that someone is an introvert or an extrovert. Some of the most relevant traits for consumer behavior are listed in the slide.
- Innovativeness is the degree to which a person likes to try new things.
- Materialism is the amount of emphasis a person places on acquiring and owning products.
- Self-consciousness is the degree to which a person deliberately monitors and controls the image of the self that he or she projects to others.

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Trait Theory

- The need for cognition is the degree to which a person likes to think about things and by extension, expends the necessary effort to process brand information.
- Frugality is the tendency to deny short-term purchases and to make due with what they already own.

The use of standard personality trait measurements to predict product choices has met with mixed success. It is simply hard to predict consumer behavior based on personality!

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Trait Theory

The most widely recognized approach to measuring personality traits is the **Big Five** (also known as the Neo-Personality Inventory). This is a set of five dimensions that form the basis of personality: openness to experience, conscientiousness, extroversion, agreeableness, and neuroticism. Table 7.4 describes these dimensions.

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Table 7.4

	Description	Example of Measurement Items (agree/disagree)
Openness to experience	The degree to which a person is open to new ways of doing things	Love to think up new ways of doing things
Conscientiousness	The level of organization and structure a person needs	Am always prepared
Extroversion	How well a person tolerates stimulation from people	Talk to a lot of different people at parties
Agreeableness	The degree to which we defer to other people	Take time out for others
Neuroticism (emotional instability)	How well a person copes with stress	Get upset easily

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MBTI - Myers-Briggs Type Indicator

- Focus of attention
- Information processing
- Decision making
- Dealing with outer world

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MBTI

The **Myers-Briggs Type Indicator**, which is based on Carl Jung's work, is another widely used personality test. The Myers-Briggs classifies people into 16 categories based upon whether they fall into one group or another on these dimensions.

-First is focus of attention which may be introversion or extraversion.

-Second is how we process information which may be sensing or intuition. Sensing means to take in information in a sequential, step-by-step manner while intuition means to take in information in a snapshot or big-picture manner.

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MBTI

-Third is decision-making which is a continuum between thinking and feeling.

-Fourth is how we deal with the outer world. We will fall along a continuum between judging and perceiving. Judging is a systematic approach to meeting deadlines and achieving objectives while perceiving is a spontaneous approach to meeting deadlines and achieving objectives.

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What's Your Personality Type?

Use the questions on the outside of the chart to determine the four letters of your Myers-Briggs type.
For each pair of letters, choose the side that seems most natural to you, even if you don't agree with every description.

1. Are you outwardly or inwardly focused? If you:

- Could be described as talkative, outgoing
- Like to be in a fast-paced environment
- Tend to work out ideas with others, think out loud
- Enjoy being the center of attention

then you prefer

E
Extraversion

- Could be described as reserved, private
- Prefer a slower pace with time for contemplation
- Tend to think things through inside your head
- Would rather observe than be the center of attention

then you prefer

I
Introversion

2. How do you prefer to take in information? If you:

- Focus on the reality of how things are
- Pay attention to concrete facts and details
- Prefer ideas that have practical applications
- Like to describe things in a specific, literal way

then you prefer

S
Sensing

- Imagine the possibilities of how things could be
- Notice the big picture, see how everything connects
- Enjoy ideas and concepts for their own sake
- Like to describe things in a figurative, poetic way

then you prefer

N
Intuition

ISTJ Responsible, sincere, analytical, reserved, realistic, systematic. Hardworking and trustworthy with sound practical judgment.	**ISFJ** Warm, considerate, gentle, responsible, pragmatic, thorough. Devoted caretakers who enjoy being helpful to others.	**INFJ** Idealistic, organized, insightful, dependable, compassionate, gentle. Seek harmony and cooperation, enjoy intellectual stimulation.	**INTJ** Innovative, independent, strategic, logical, reserved, insightful. Driven by their own original ideas to achieve improvements.
ISTP Action-oriented, logical, analytical, spontaneous, reserved, independent. Enjoy adventure, skilled at understanding how mechanical things work.	**ISFP** Gentle, sensitive, nurturing, helpful, flexible, realistic. Seek to create a personal environment that is both beautiful and practical.	**INFP** Sensitive, creative, idealistic, perceptive, caring, loyal. Value inner harmony and personal growth, focus on dreams and possibilities.	**INTP** Intellectual, logical, precise, reserved, flexible, imaginative. Original thinkers who enjoy speculation and creative problem solving.
ESTP Outgoing, realistic, action-oriented, curious, versatile, spontaneous. Pragmatic problem solvers and skillful negotiators.	**ESFP** Playful, enthusiastic, friendly, spontaneous, tactful, flexible. Have strong common sense, enjoy helping people in tangible ways.	**ENFP** Enthusiastic, creative, spontaneous, optimistic, supportive, playful. Value inspiration, enjoy starting new projects, see potential in others.	**ENTP** Inventive, enthusiastic, strategic, enterprising, inquisitive, versatile. Enjoy new ideas and challenges, value inspiration.
ESTJ Efficient, outgoing, analytical, systematic, dependable, realistic. Like to run the show and get things done in an orderly fashion.	**ESFJ** Friendly, outgoing, reliable, conscientious, organized, practical. Seek to be helpful and please others, enjoy being active and productive.	**ENFJ** Caring, enthusiastic, idealistic, organized, diplomatic, responsible. Skilled communicators who value connection with people.	**ENTJ** Strategic, logical, efficient, outgoing, ambitious, independent. Effective organizers of people and long-range planners.

3. How do you prefer to make decisions? If you:

- Make decisions in an impersonal way, using logical reasoning
- Value justice, fairness
- Enjoy finding the flaws in an argument
- Could be described as reasonable, level-headed

then you prefer

T
Thinking

- Base your decisions on personal values and how your actions affect others
- Value harmony, forgiveness
- Like to please others and point out the best in people
- Could be described as warm, empathetic

then you prefer

F
Feeling

4. How do you prefer to live your outer life? If you:

- Prefer to have matters settled
- Think rules and deadlines should be respected
- Prefer to have detailed, step-by-step instructions
- Make plans, want to know what you're getting into

then you prefer

J
Judging

- Prefer to leave your options open
- See rules and deadlines as flexible
- Like to improvise and make things up as you go
- Are spontaneous, enjoy surprises and new situations

then you prefer

P
Perceiving

Learning Objective 4

- Brands have personalities.

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An Example of Brand Personality

Personality Traits		Low	High
Sincerity	Down-to-earth Honest Wholesome Cheerful		
Excitement	Daring Spirited Imaginative Up-to-date		

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Brand Personality

- Brand personality: set of traits people attribute to a product as if it were a person
- Brand equity: extent to which a consumer holds strong, favorable, and unique associations with a brand in memory—and the extent to which s/he is willing to pay more for the branded version of a product than for a nonbranded (generic) version

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Brand Behaviors and Possible Personality Trait Inferences

Brand Action	Trait Inference
Brand is repositioned several times or changes slogan repeatedly	Flighty, schizophrenic
Brand uses continuing character in advertising	Familiar, comfortable
Brand charges high prices and uses exclusive distribution	Snobbish, sophisticated
Brand frequently available on deal	Cheap, uncultured
Brand offers many line extensions	Versatile, adaptable

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Closet Products and Personality



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Are We What We Wear?



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For Reflection

- How can marketers link a brand's personality with the lifestyle of a consumer segment?

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Learning Objective 5

- The way we think about our bodies (and the way our culture tells us we should think) is a key component of self-esteem.



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Ideals of Beauty

- Exemplar of appearance
- “What is beautiful is good” stereotype
- Favorable physical features:
  - Attractive faces
  - Good health and youth
  - Balance/symmetry
  - Feminine curves/hourglass body shape
  - “Strong” male features

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For Reflection

- What is considered the ideal of beauty among your peers?
- How does this ideal affect your choices as a consumer?

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Learning Objectives 6

- Every culture dictates certain types of body decoration or mutilation.

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Working on the Body

- Fattism
- Cosmetic surgery
- Body decoration and mutilation
- Body piercing



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Body decoration and mutilation



OBJECTIVE:

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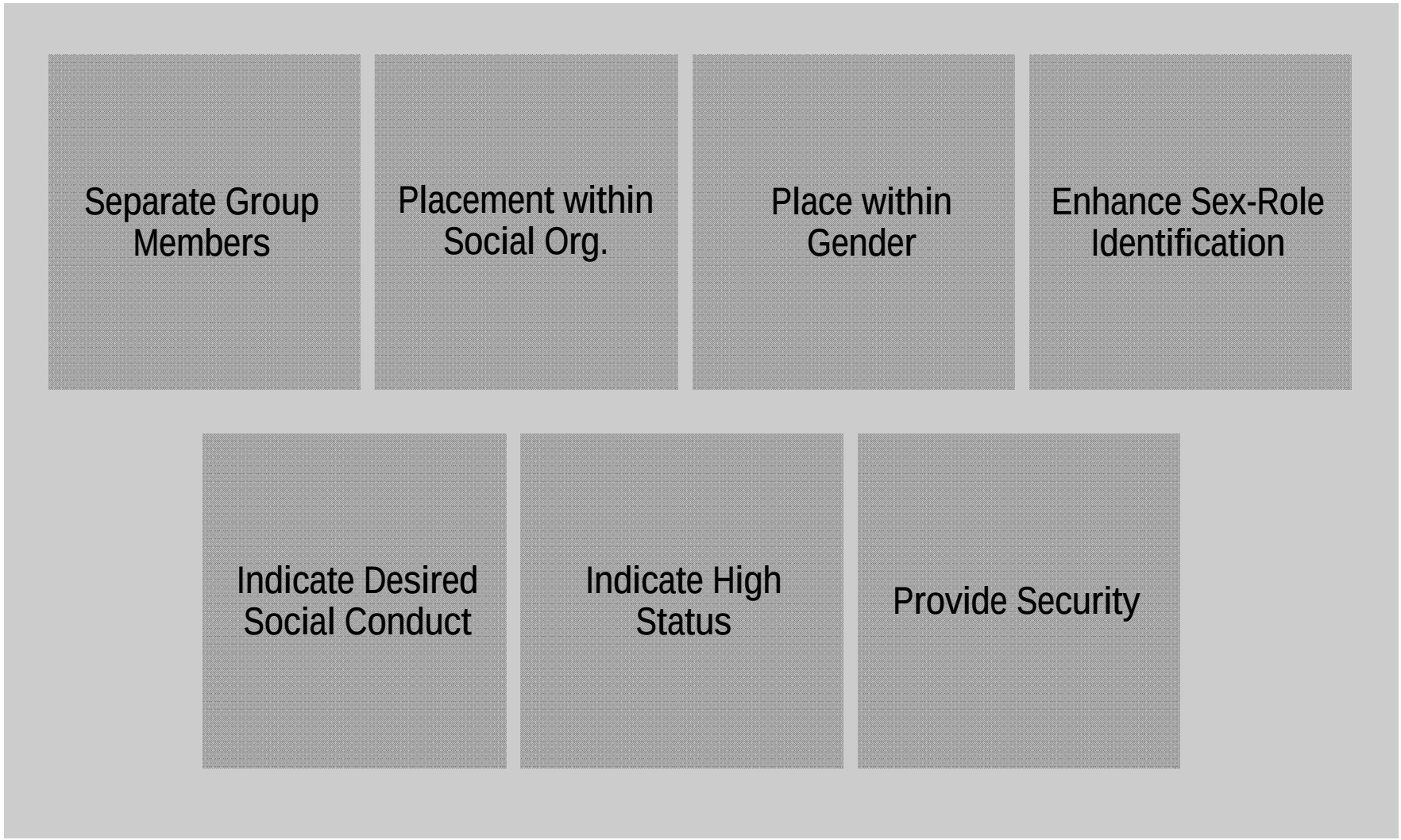
Body decoration and mutilation



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Working on the Body

Decorating the self can serve several purposes. Some of these are to:

- To separate group members from nonmembers—Teens go out of their way to adopt distinctive hair and clothing styles that will separate them from adults.
- To place the individual in the social organization—Many cultures engage in puberty rites during which a boy symbolically becomes a man. Some young men in part of Ghana paint their bodies with white stripes to resemble skeletons to symbolize the death of their child status.
- To place the person in a gender category—Some women, including a number of famous actresses and models, receive collagen injections to create large, pouting lips

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Working on the Body

- To enhance sex-role identification—We can compare the modern use of high heels, which podiatrists agree are a prime cause of knee and hip problems, backaches, and fatigue, with the traditional Asian practice of foot binding to enhance femininity. As one doctor observed, “When [women] get home, they can’t get their high-heeled shoes off fast enough. But every doctor in the world could yell from now until Doomsday, and women would still wear them.”
- To indicate desired social conduct—The Suya of South America wear ear ornaments to emphasize the importance placed on listening and obedience in their culture.
- To indicate high status or rank—Some people wear glasses with clear lenses, even though they do not have eye problems, to enhance their perceived status.
- To provide a sense of security—Consumers often wear lucky charms, amulets, and rabbits’ feet to protect them from the “evil eye.”

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Chapter Summary

- Self-concept as an influence on behavior
- The role of products in defining self-concept.
- People's personalities influence their buying choices.
- Brands have personalities.
- The way we think about our bodies influences self-esteem.
- Body mutilation is a way we decorate our bodies.

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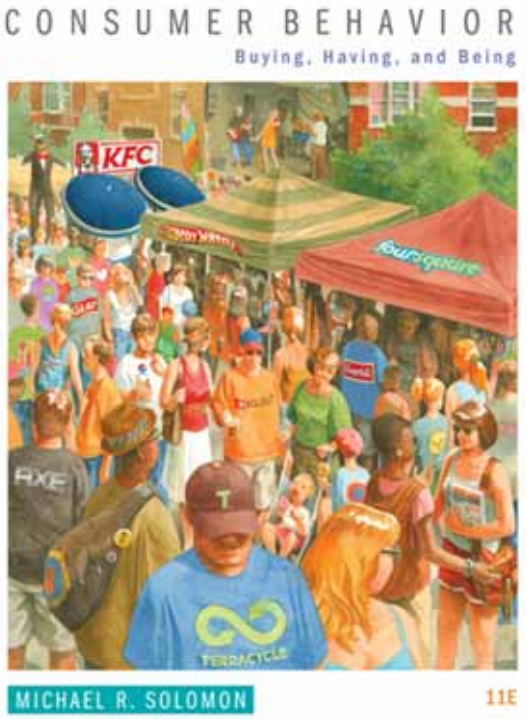
8
Attitudes & Persuasion

CONSUMER BEHAVIOR, 11e

Michael R. Solomon



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The Power of Attitudes

- Attitude: a lasting, general evaluation of people, objects, advertisements, or issues
- Attitude object (A_o): anything toward which one has an attitude



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Functional Theory of Attitudes

UTILITARIAN FUNCTION:

Relates to rewards and punishments

VALUE-EXPRESSIVE FUNCTION:

Expresses consumer's values or self-concept

EGO-DEFENSIVE FUNCTION:

Protect ourselves from external threats or internal feelings

KNOWLEDGE FUNCTION:

Need for order, structure, or meaning

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UTILITARIAN FUNCTION:

- We develop attitudes on things if they are **pleasurable or painful**. Example: chocolate tastes good;I like it.





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VALUE-EXPRESSIVE FUNCTION:

- A person forms a product attitude not because of its objective benefits, **but what it says about him**. Example: he drives a Peugeot RCZ, what does that say about him?



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EGO-DEFENSIVE FUNCTION:

- Attitudes formed to **protect consumers from external/internal threat insecurities**: example: deodorants



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KNOWLEDGE FUNCTION:

- Attitude because of need for order, structure or meaning-need is presents when person in ambiguous situation or with a new product



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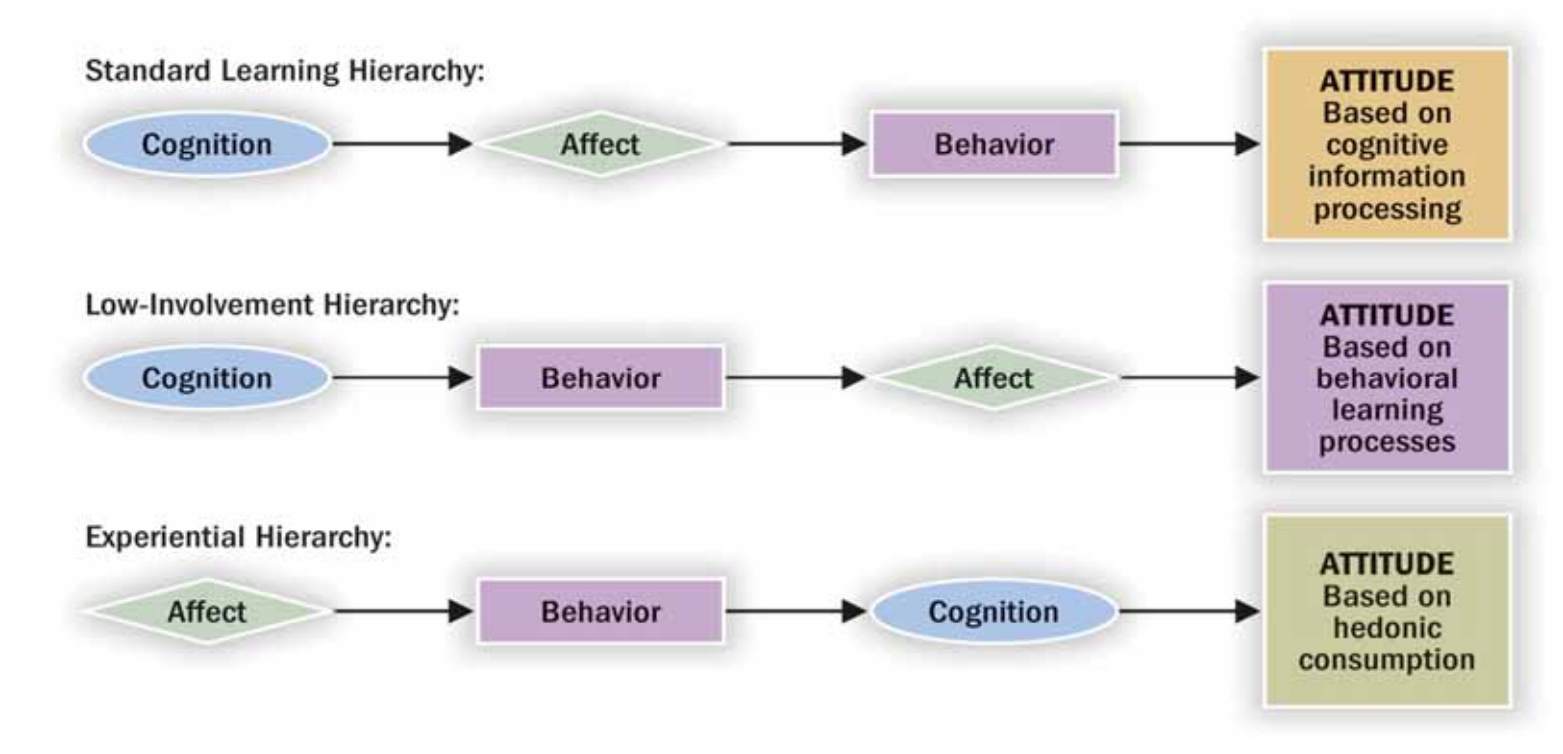
Learning Objective 2

- Attitudes are more complex than they first appear.



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For Reflection

- Share a decision you made following the three learning hierarchies:
  - Think Feel Do
  - Think Do Feel
  - Feel Do Think

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Learning Objective 3

- We form attitudes in several ways



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Attitude Commitment

INTERNALIZATION
Highest level: deep-seeded attitudes become part of consumer's value system

IDENTIFICATION
Mid-level: attitudes formed in order to conform to another person or group

COMPLIANCE
Lowest level: consumer forms attitude because it gains rewards or avoids punishments

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For Reflection

- Share a commitment you've made at each of the three levels of commitment:
  - Internalization
  - Identification
  - Compliance
- Can you feel the variations in commitment for the three types? Explain.

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Learning Objective 4

- A need to maintain consistency among all of our attitudinal components often motivates us to alter one or more of them.

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Consistency Principle

- We value/seek harmony among thoughts, feelings, and behaviors
- We will change components to make them consistent
- Relates to the theory of cognitive dissonance – we take action to resolve dissonance when our attitudes and behaviors are inconsistent

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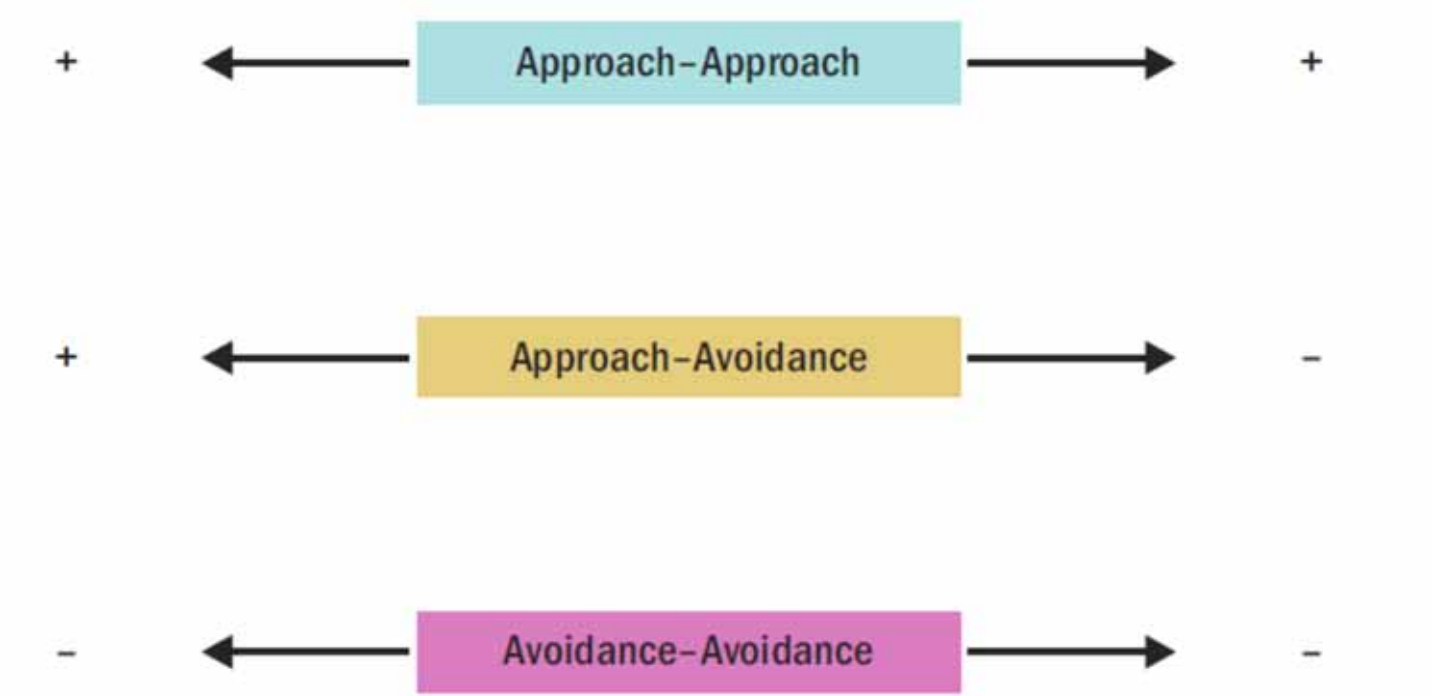
Figure 8.2 Types of Motivational Conflicts



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Self-Perception Theory

FOOT-IN-THE-DOOR TECHNIQUE
Consumer is more likely to comply with a request if he has first agreed to comply with a smaller request

LOW-BALL TECHNIQUE
Person is asked for a small favor and is informed after agreeing to it that it will be very costly.

DOOR-IN-THE-FACE TECHNIQUE
Person is first asked to do something extreme (which he refuses), then asked to do something smaller.

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Social Judgment Theory

- We assimilate new information about attitude objects in light of what we already know/feel
  - Initial attitude = frame of reference
  - Latitudes of acceptance and rejection
    - Assimilation effects
    - Contrast effects
    - Example: “Choosy mothers choose Jif Peanut Butter”

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Balance Theory

- Considers how a person might perceive relations among different attitude objects and how he might alter attitudes to maintain consistency
- Triad attitude structures:
  - Person
  - Perception of attitude object
  - Perception of other person/object

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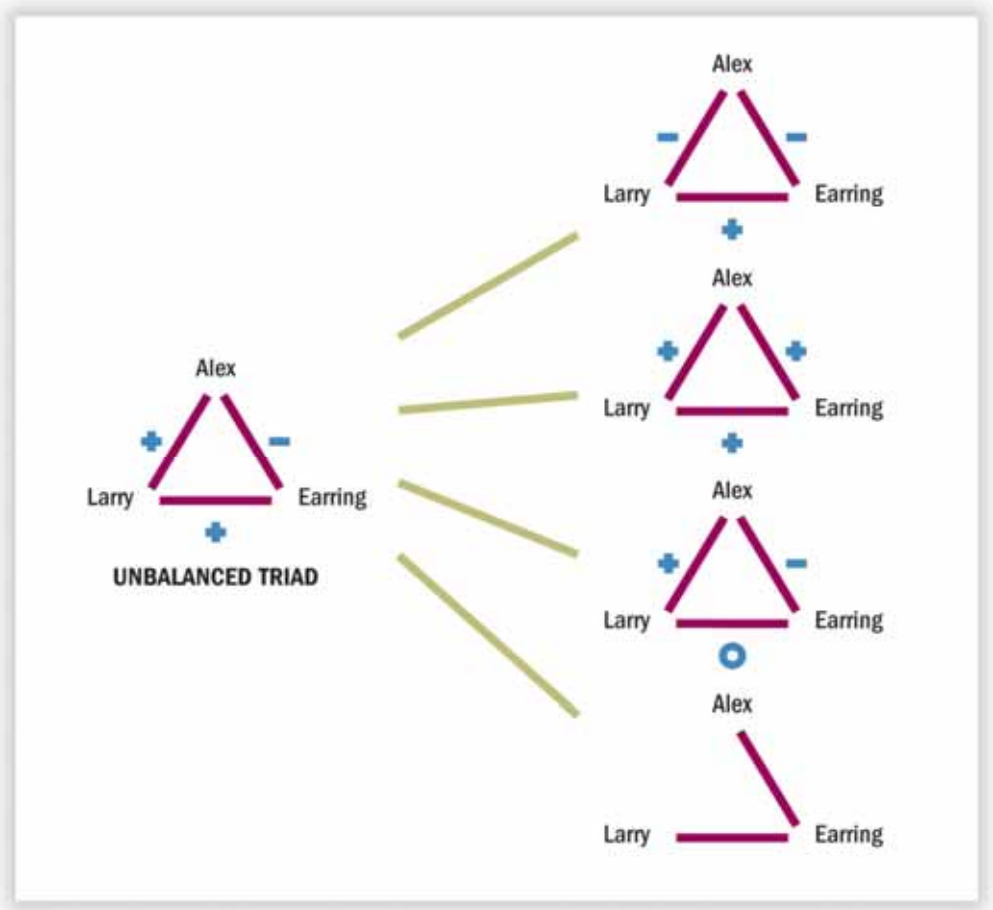
Figure 8.3 Balance Theory



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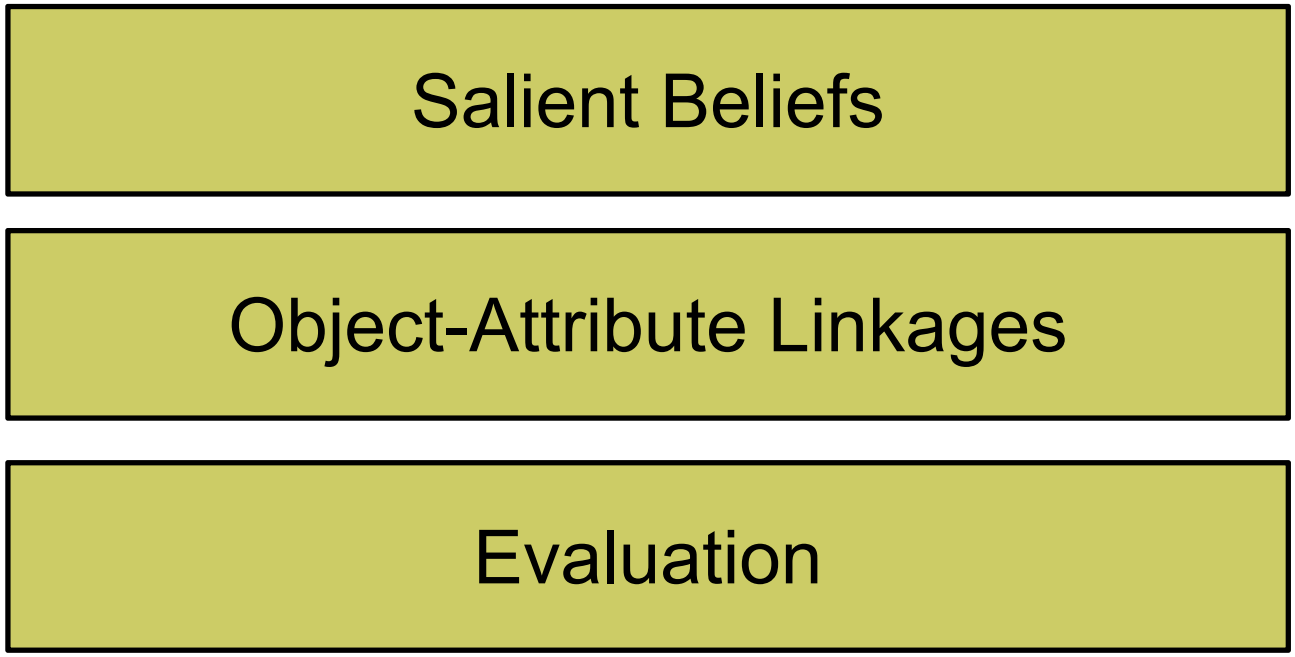
The Fishbein Model



salient beliefs (beliefs about the object a person considers during evaluation);
object-attribute linkages (probability that a particular object has an important attribute); and
evaluation of each of the important attributes.

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Table 8.1 Saundra's College Decision

Attribute	Beliefs (β)				
	Import. (I)	Smith	Princeton	Rutgers	Northland
Academic reputation	6	8	9	6	3
All women	7	9	3	3	3
Cost	4	2	2	6	9
Proximity to home	3	2	2	6	9
Athletics	1	1	2	5	1
Party atmosphere	2	1	3	7	9
Library facilities	5	7	9	7	2
Attitude Score		*163*	*142*	*153*	*131*

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Marketing Applications of the Multiattribute Model

- Capitalize on Relative Advantage
- Strengthen Perceived Linkages
- Add a New Attribute
- Influence Competitor's Ratings

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The Extended Fishbein Model: The Theory of Reasoned Action

- Intentions versus behavior: measure behavioral intentions, not just intentions
- Social pressure: acknowledge the power of other people in purchasing decision
- Attitude toward buying: measure attitude toward the act of buying, not just the product

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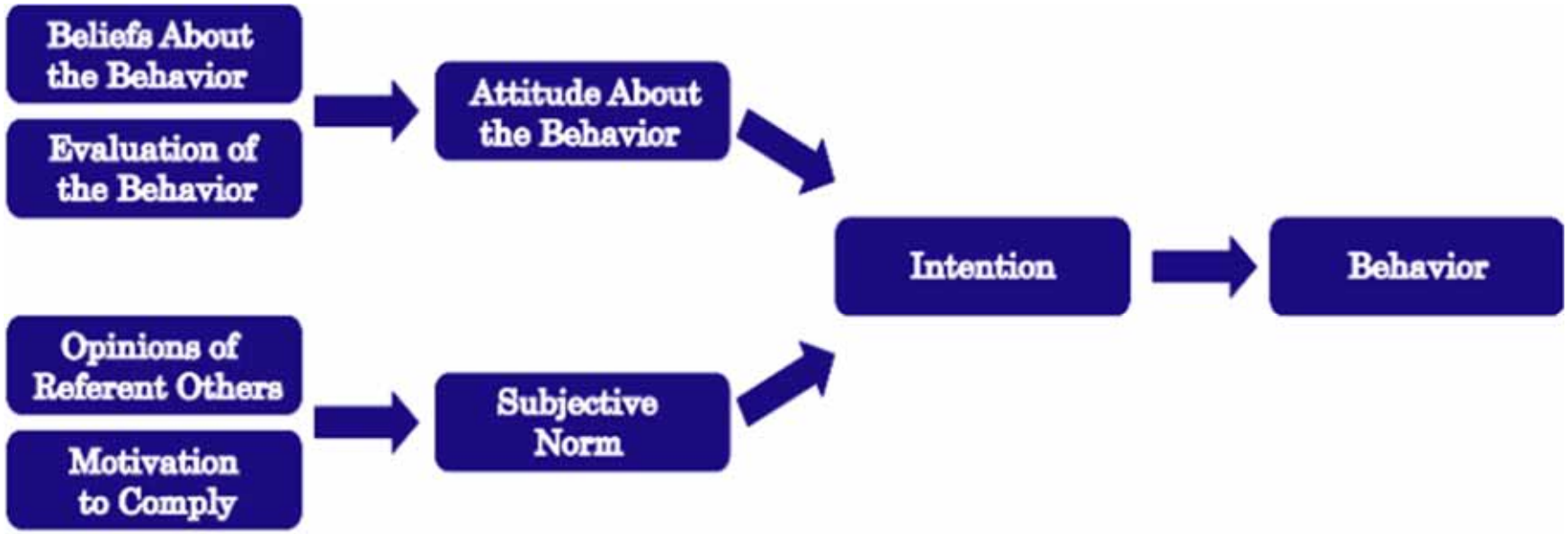

Fishbein-Aizen Theory of Reasoned Action

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The Extended Fishbein Model: The Theory of Reasoned Action – Sebepli Davranışlar Teorisi

Bu teoriye göre bireyin davranışını davranışsal niyeti belirler. Davranışsal niyet ise kişinin tutumu (attitude) ve yakınlarının etkisi (subjective norm) ile belirlenmektedir. Kişinin tutumu belli bir davranışı yapma sonucu karşılaştığı sonuçlar konusundaki beklenti ve inançları doğrultusunda şekillenirken, yakınlarının etkisi kişinin davranışı üzerindeki sosyal etkiyi ifade etmektedir.

Yani bireylerin belli davranışı yapıp yapmamaları, etkilendikleri insanların bu davranışı yapıp yapmamalarına göre şekillenmektedir. Bunun anlamı, bazı durumlarda kişinin belli bir davranışı yapma konusunda olumlu bir tavrı olmasa bile, kişinin değer verdiği ve davranışı üzerinde etkili kimselerin fikirleri doğrultusunda söz konusu davranışı yapabilme ihtimali olduğudur

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The Extended Fishbein Model: The Theory of Reasoned Action

- **Attitudes**: the sum of beliefs about a particular behavior weighted by evaluations of these beliefs. You might have the beliefs that exercise is good for your health, that exercise makes you look good, that exercise takes too much time, and that exercise is uncomfortable. Each of these beliefs can be weighted (e.g., health issues might be more important to you than issues of time and comfort).
- **Subjective norms**: looks at the influence of people in one's social environment on his behavioral intentions; the beliefs of people, weighted by the importance one attributes to each of their opinions, will influence one's behavioral intention.
- You might have some friends who are enthusiastic exercisers and constantly encourage you to join them. However, your spouse might prefer a more inactive lifestyle and make fun of at those who work out. The beliefs of these people, weighted by the importance you attribute to each of their opinions, will influence your behavioral intention to exercise, which will lead to your behavior to exercise or not exercise.

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The Extended Fishbein Model: The Theory of Reasoned Action

- **Behavioral intention**: a function of both attitudes toward a behavior and subjective norms toward that behavior, which has been found to predict actual behavior. Your attitudes about exercise combined with the subjective norms about exercise, each with their own weight, will lead you to your intention to exercise (or not), which will then lead to your actual behavior.

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There are certain *obstacles to predicting behavior* (the improved Fishbein model):

- It was designed to deal with actual behavior—not *outcomes* of behavior.
- Some outcomes are beyond the consumer's control.
- Behavior is not always intentional (impulsive actions; situation changes, novelty seeking).
- Measures of attitudes do not always correspond with the behavior they are supposed to predict. It is very important to match the level of specificity between the attitude and the behavioral intention.
- A problem can exist with respect to the ***time frame*** of the attitude measure.
- Direct personal experience is stronger than indirect exposure (through an advertisement). The problem of personal experiences versus receiving information such as advertising (***attitude accessibility perspective***).

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There are certain *obstacles to predicting behavior* (the improved Fishbein model):

- There are also cultural roadblocks, which limit the universality of the theory of reasoned action.
  - Some acts are not voluntary, and the model predicts the performance of a voluntary act.
  - The relative impact of subjective norms may vary across cultures.
  - The model presupposes consumers are thinking ahead, while not all cultures subscribe to the linear perspective on time.
  - Some (more fatalistic) cultures do not believe the consumer controls his/her actions.

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Figure 8.4 Theory of Trying

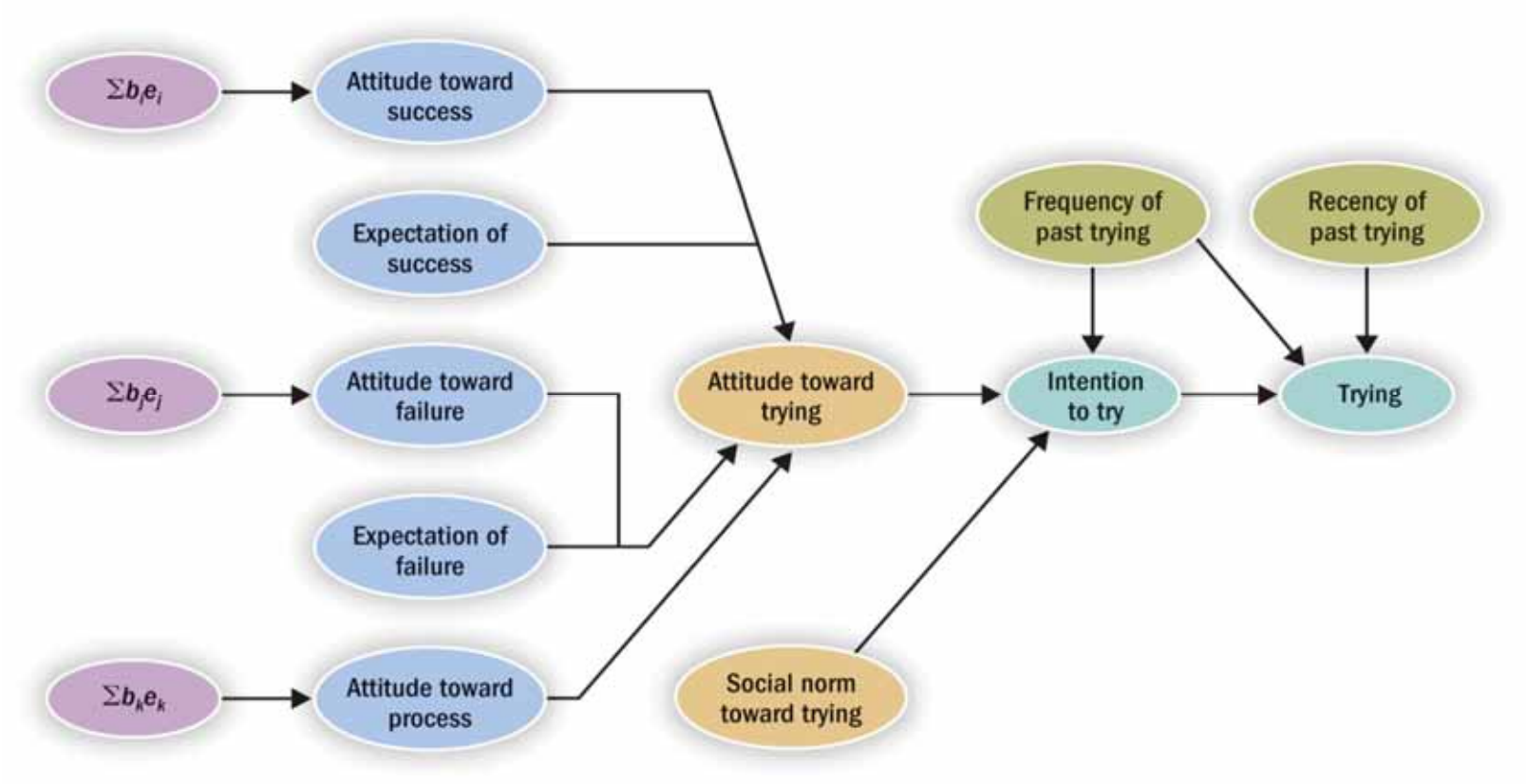

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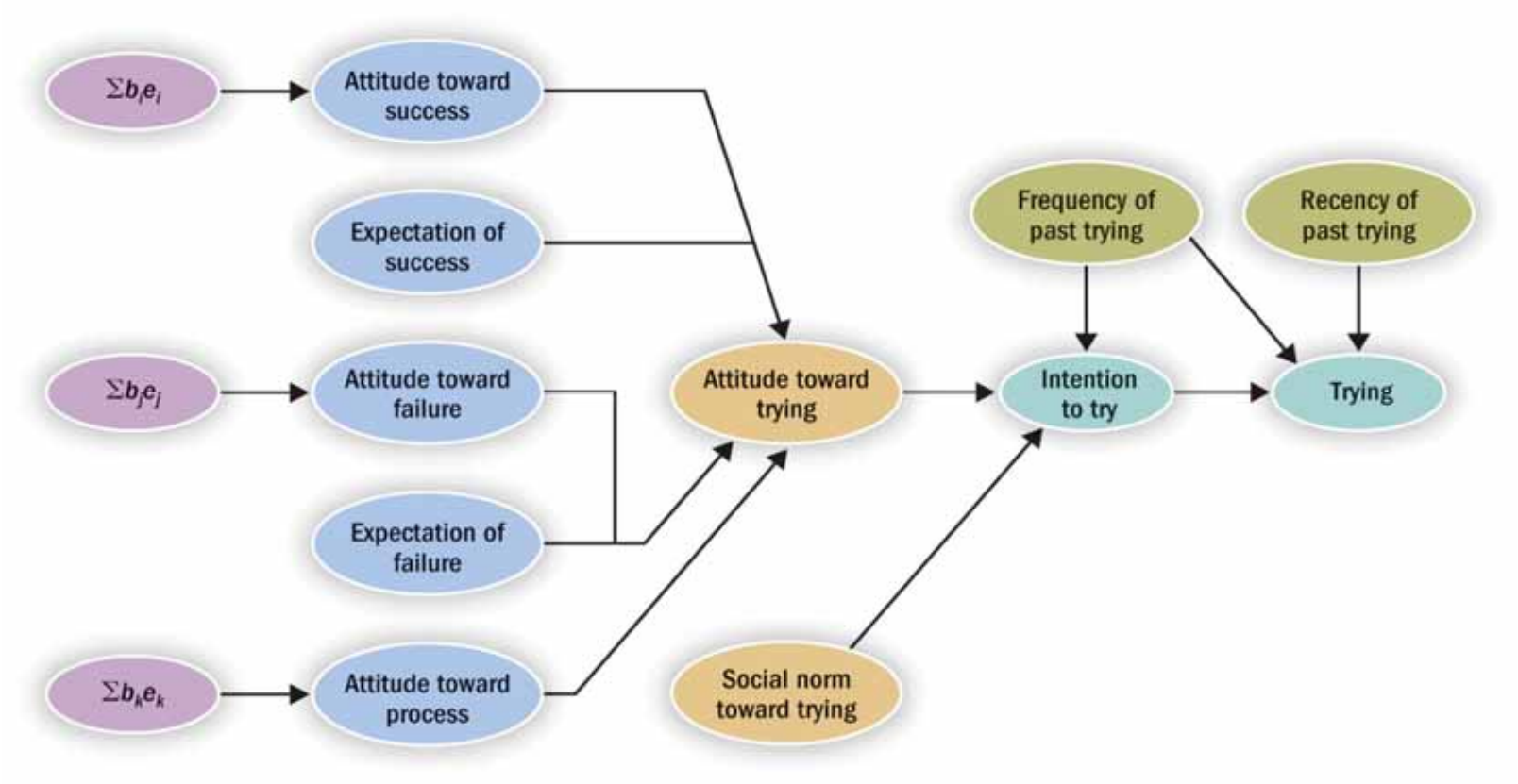
Figure 7.3 Theory of Trying



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How Do Marketers Change Attitudes?

- Reciprocity
- Scarcity
- Authority
- Consistency
- Liking
- Consensus

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How Do Marketers Change Attitudes?

- Reciprocity means that we are more likely to give if we first receive.
- Scarcity means that people tend to find things that are not readily available more desirable.
- Authority means that we tend to believe authoritative sources.
- Consistency means that we try not to contradict what we've said before.
- Liking means that we will agree with those we like or admire.
- Consensus means that we will consider what others do before we decide what to do.

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For Reflection

- Can you think of a time that you were persuaded by marketing? Which of the persuasion tactics were used and in what way?

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Learning Objective 6

- The communications model identifies several important components for marketers when they try to change consumers' attitudes toward products and services.

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Figure 8.5
The Traditional Communications Model

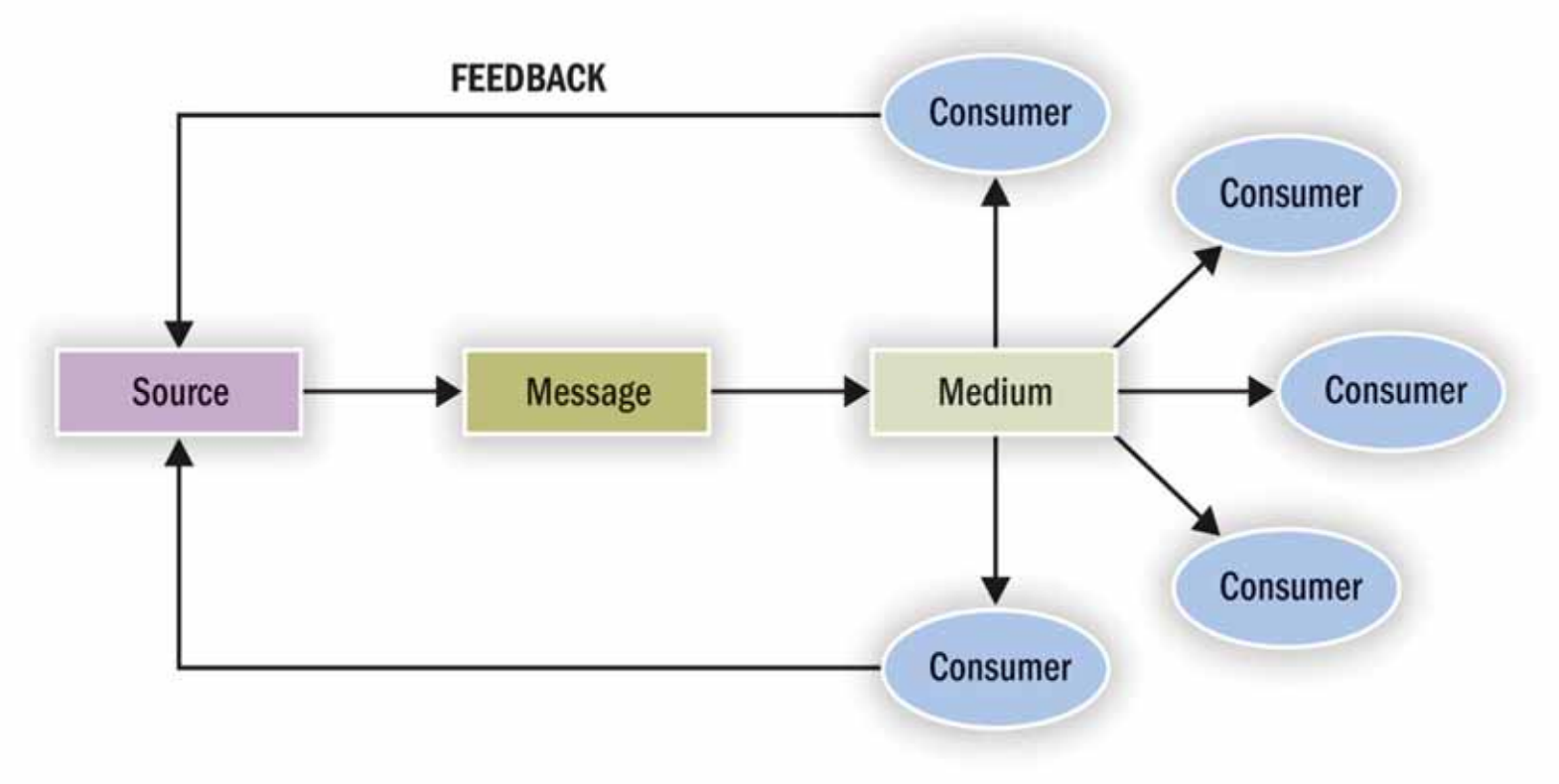

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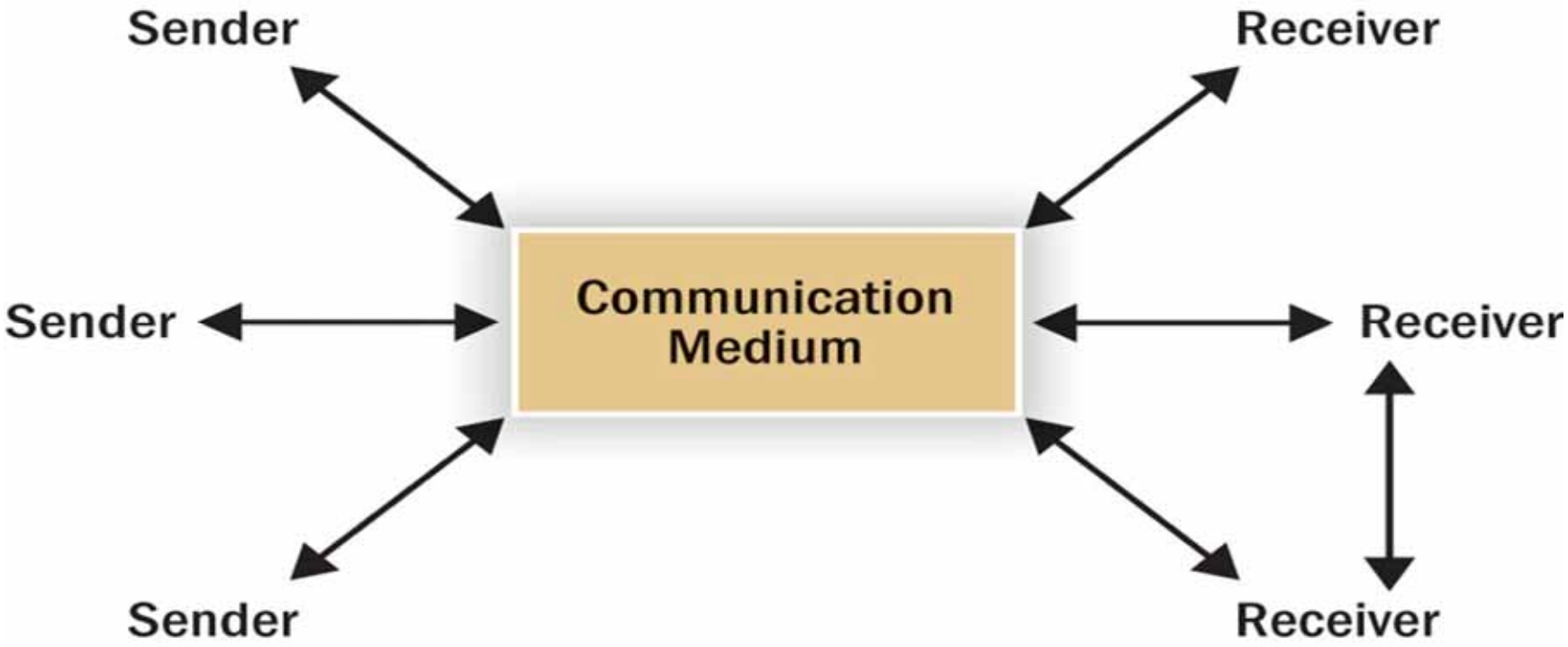
Figure 8.6 Updated Communications Model



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For Reflection

- In what kinds of situations would the traditional communications model work less effectively?

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Learning Objective 7

- The consumer who processes a message is not necessarily the passive receiver of information marketers once believed him or her to be.

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New Message Formats

- M-commerce - marketers promote goods and services via wireless devices
- New social media platforms
  - Blogs and video blogs
  - Podcasts
  - Twitter
  - Virtual worlds
  - Widgets

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For Reflection

- To what extent have mobile messages changed your behavior as a buyer? Have you acted on a mobile coupon or message?

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Learning Objective 8

- Several factors influence the effectiveness of a message source.



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For Reflection

- Think of a celebrity endorser that you find to lack persuasive ability.
- What is it about the person, product, or endorser-product fit that fails to persuade you?

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Learning Objective 9

- The way a marketer structures his or her message determines how persuasive it will be.

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Decisions to Make About the Message

- Should we use pictures or words?
- How often should message be repeated?
- Should it draw an explicit conclusion?
- Should it show both sides of argument?
- Should it explicitly compare product to competitors?
- Should it arouse emotions?
- Should it be concrete or based on imagery?

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The Message

Characteristics of Good and Bad Messages

Positive Effects	Negative Effects
Showing convenience of use	Extensive information on components, ingredients, nutrition
Showing new product/improved features	Outdoor setting (message gets lost)
Casting background (i.e., people are incidental to message)	Large number of onscreen characters
Indirect comparison to other products	Graphic displays

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Figure 8.7 Two-Factor Theory

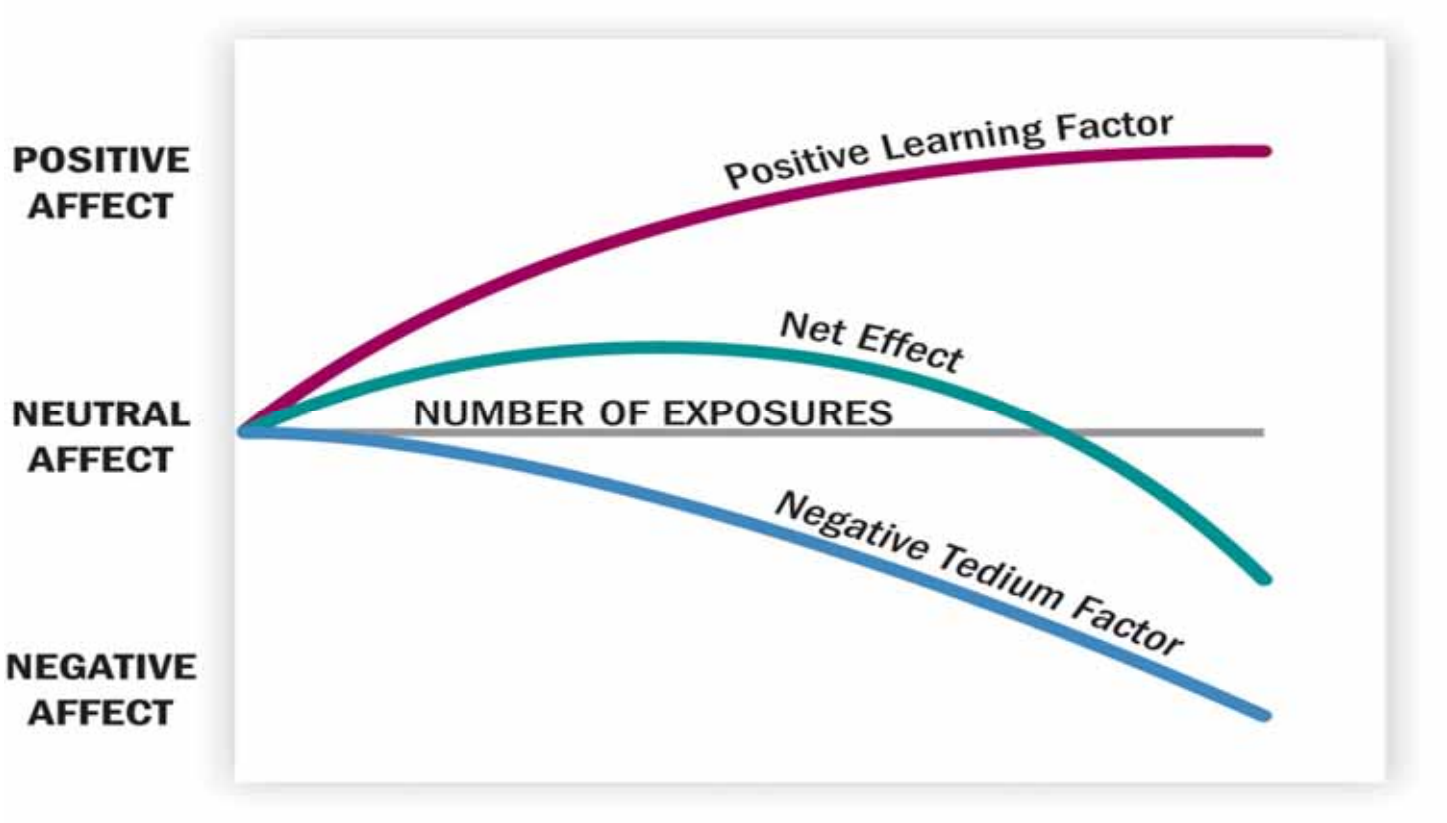

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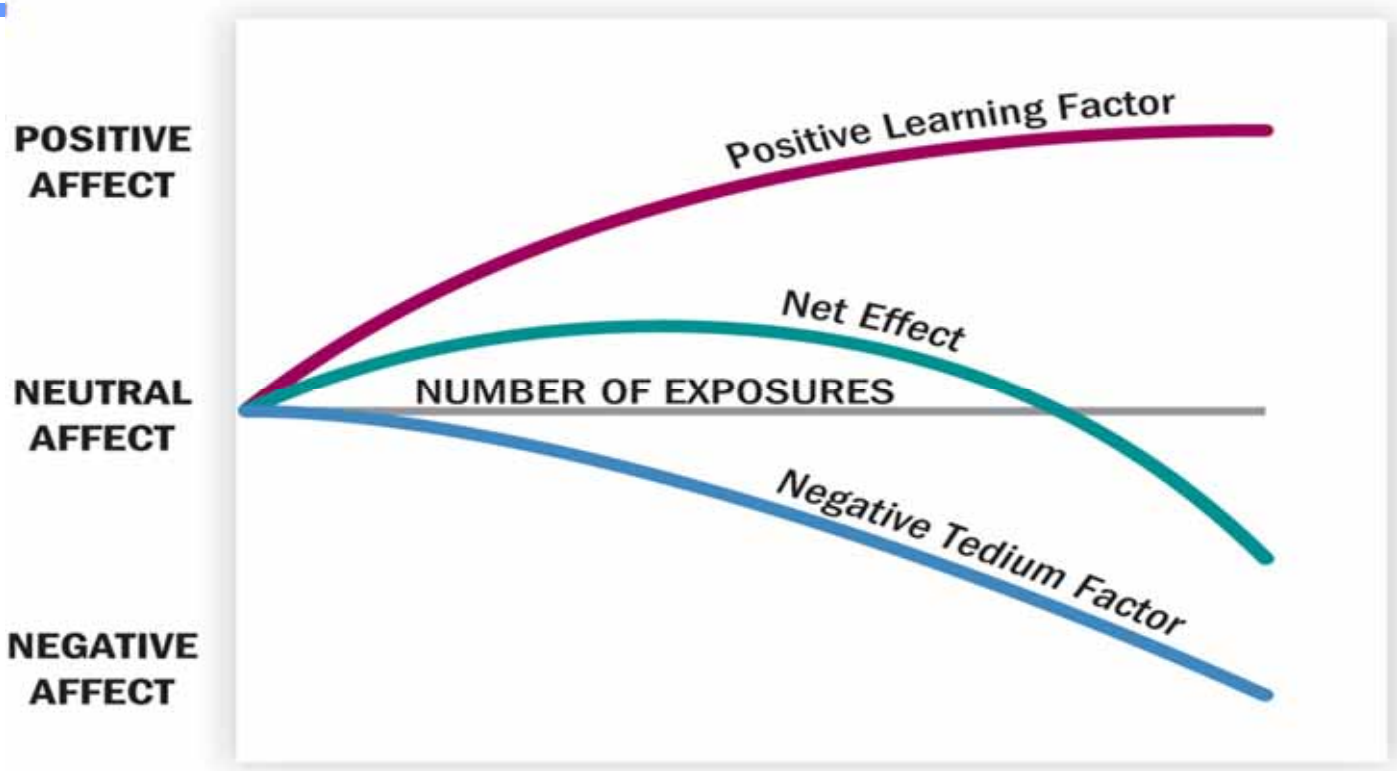
Figure 7.6 Two-Factor Theory



The two-factor theory explains the fine line between familiarity and boredom. It proposes that separate psychological processes operate when we repeatedly show an ad to a viewer. The positive side of repetition is that it increases familiarity and reduces uncertainty about the product. The negative side is that boredom increases with each exposure. At some point, the boredom is greater than the amount of reduced uncertainty and then wear-out begins. The figure depicts this relationship.

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How Do We Structure Arguments?

- One-sided: supportive arguments
- Two-sided: both positive and negative information
  - Refutational argument: negative issue is raised, then dismissed
  - Positive attributes should refute presented negative attributes
  - Effective with well-educated and not-yet-loyal audiences

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Comparative Advertising

- Comparative advertising: message compares two+ recognizable brands on specific attributes
  - “Unlike McDonalds, all of Arby's chicken sandwiches are made with 100% all-natural chicken”
  - Negative outcomes include source derogation

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Types of Message Appeals

- Emotional versus Rational Appeals
- Sex Appeals
- Humorous Appeals
- Fear Appeals

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For Reflection

- Old Spice used a sex/humor appeal in its campaign, The Man Your Man Could Smell Like.
- What benefits were communicated in the ad?
- Is the message implicit or explicit? Explain.

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Learning Objective 10

- Audience characteristics help to determine whether the nature of the source or the message itself will be relatively more effective.

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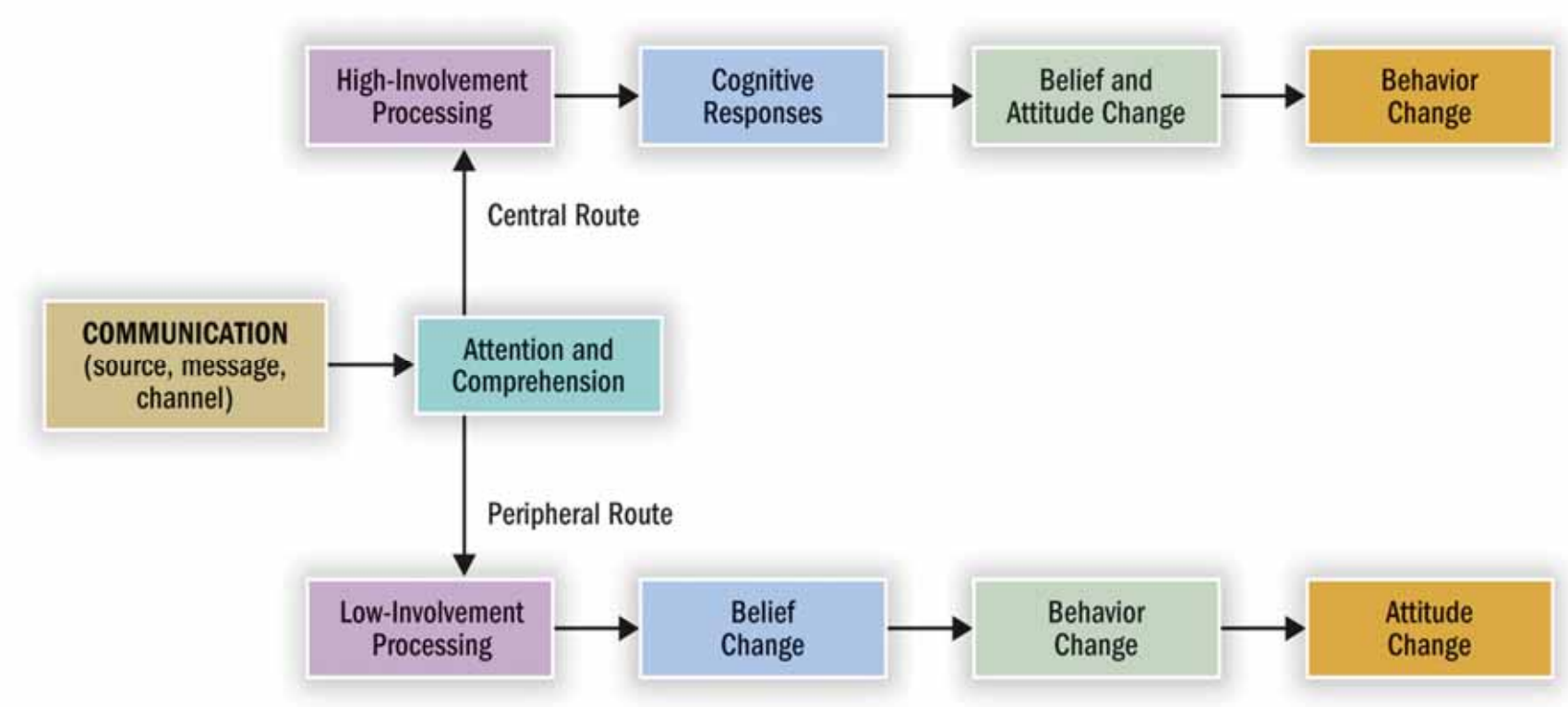
Figure 8.8 Elaboration Likelihood Model



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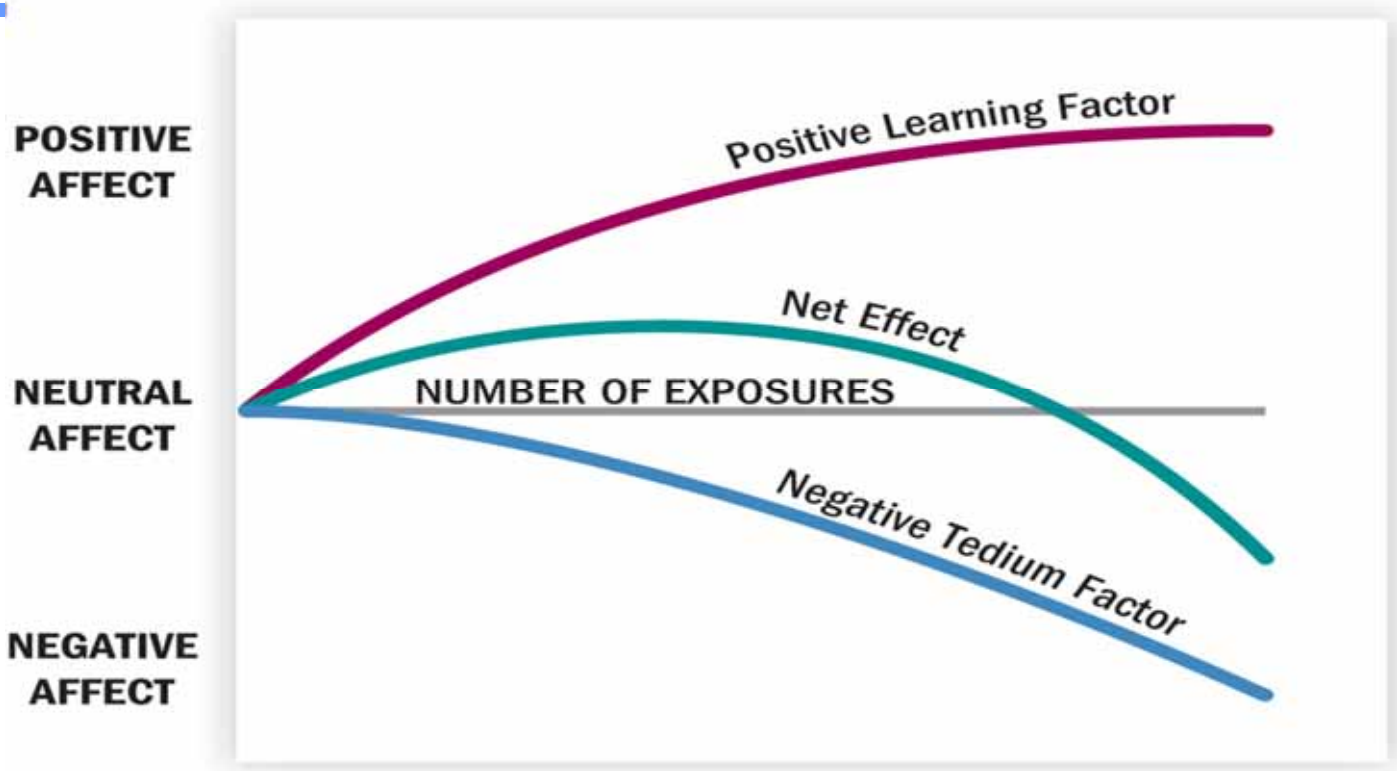

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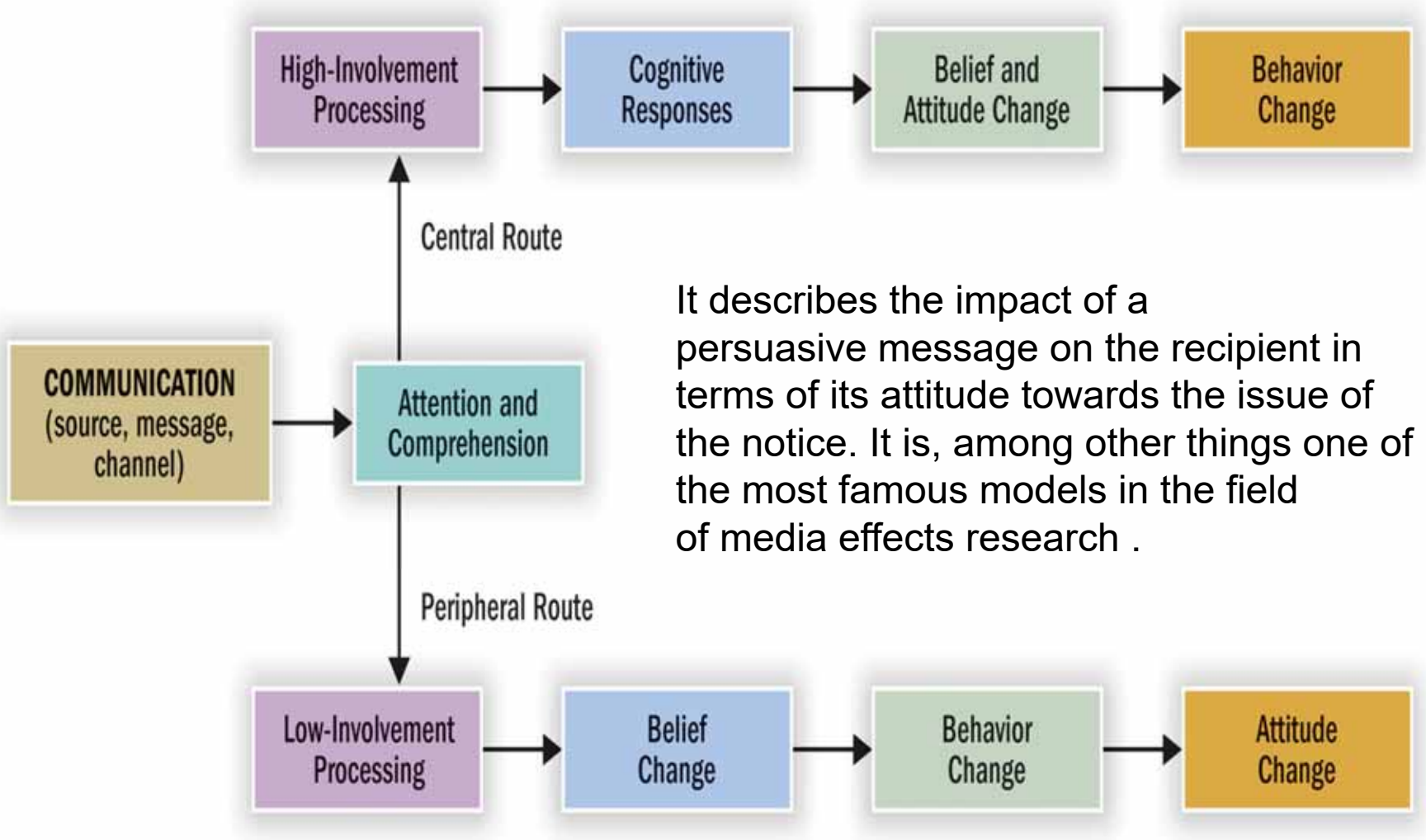

It describes the impact of a persuasive message on the recipient in terms of its attitude towards the issue of the notice. It is, among other things one of the most famous models in the field of media effects research .

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Elaboration Likelihood Model

Central Processing This is primarily oriented to the arguments and the quality of the communication. These are actively compared by receiver with already acquired knowledge on the subject (or adjacent relevant topics), weighed and assessed. On this basis, the arguments can be either rejected or affirmative integrated.

Prerequisite :

-The receiver has the knowledge need (*need for cognition*) and the opportunity or ability to process the persuasive message.

-He is interested in the communication and motivated them to process cognitively costly. The theme of the message is relevant to him, he feels personally affected and it is hoped that the processing of the message a gain in knowledge.

Consequence :

-The intentional setting change in the release is stable (at least resistant and persistent against counter communication as a setting change only on peripheral route below), which is due to the fact that an active and motivated conflict with the arguments was completed.

-A prediction of the behavior is limited (but more than in the peripheral processing path), ie only for specific behaviors.

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Elaboration Likelihood Model

Peripheral processing

Here, the arguments and their quality are irrelevant; Instead peripheral cues are used. These include characteristics of the sender as its attractiveness, (perceived) competence and awareness, the length of the communication, etc. The peripheral processing is the one that is used by us most when we also its most do not even realize are (-> classical conditioning). Certain heuristics save us time and cognitive effort.

Prerequisite :

-insufficient skills, sufficient motivation and low relevance of the topic. Regarding motivation has become the personal "concern" turned out to be quite relevant for growing peripheral cues. People who are affected by a little issue, rather support (the source of an item and its benefits in kind or the number of arguments, for example), as to the strength (quality) of the arguments on peripheral cues.

Consequence :

Only weak, unstable attitude change.

Only bad prediction of the behavior possible.

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Chapter Summary

- Attitudes are very powerful, and they are formed in several ways.
- People try to maintain consistency among their attitudinal components and their attitudes and behaviors.
- The communications model includes several important components which can be influenced by marketers to enhance the persuasiveness of the message.

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9
Buying and Disposing

CONSUMER BEHAVIOR, 11e

Michael R. Solomon

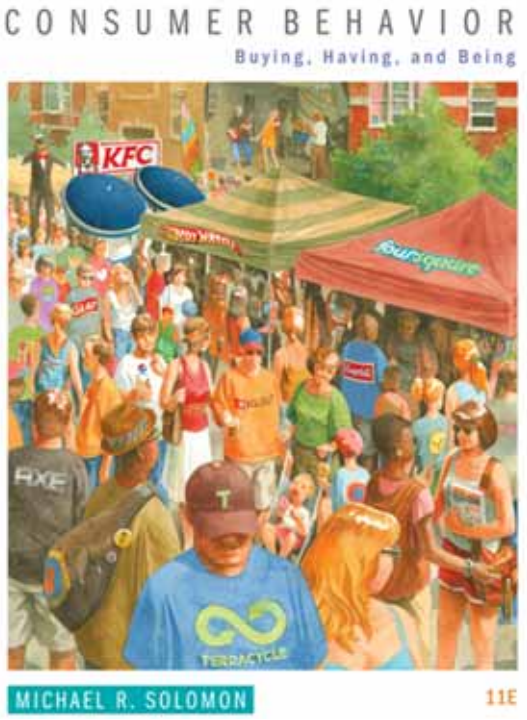

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Figure 9.1 Issues Related to Purchase and Postpurchase Activities

- A consumer's choices are affected by many personal factors…and the sale doesn't end at the time of purchase



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Social and Physical Surroundings

- Affect a consumer's motives for product usage and product evaluation
- Décor, odors, temperature
- Co-consumers as product attribute
  - Large numbers of people = arousal
  - Interpretation of arousal: density versus crowding
  - Type of patrons

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Temporal Factors: Economic Time



Timestyle

Time Poverty

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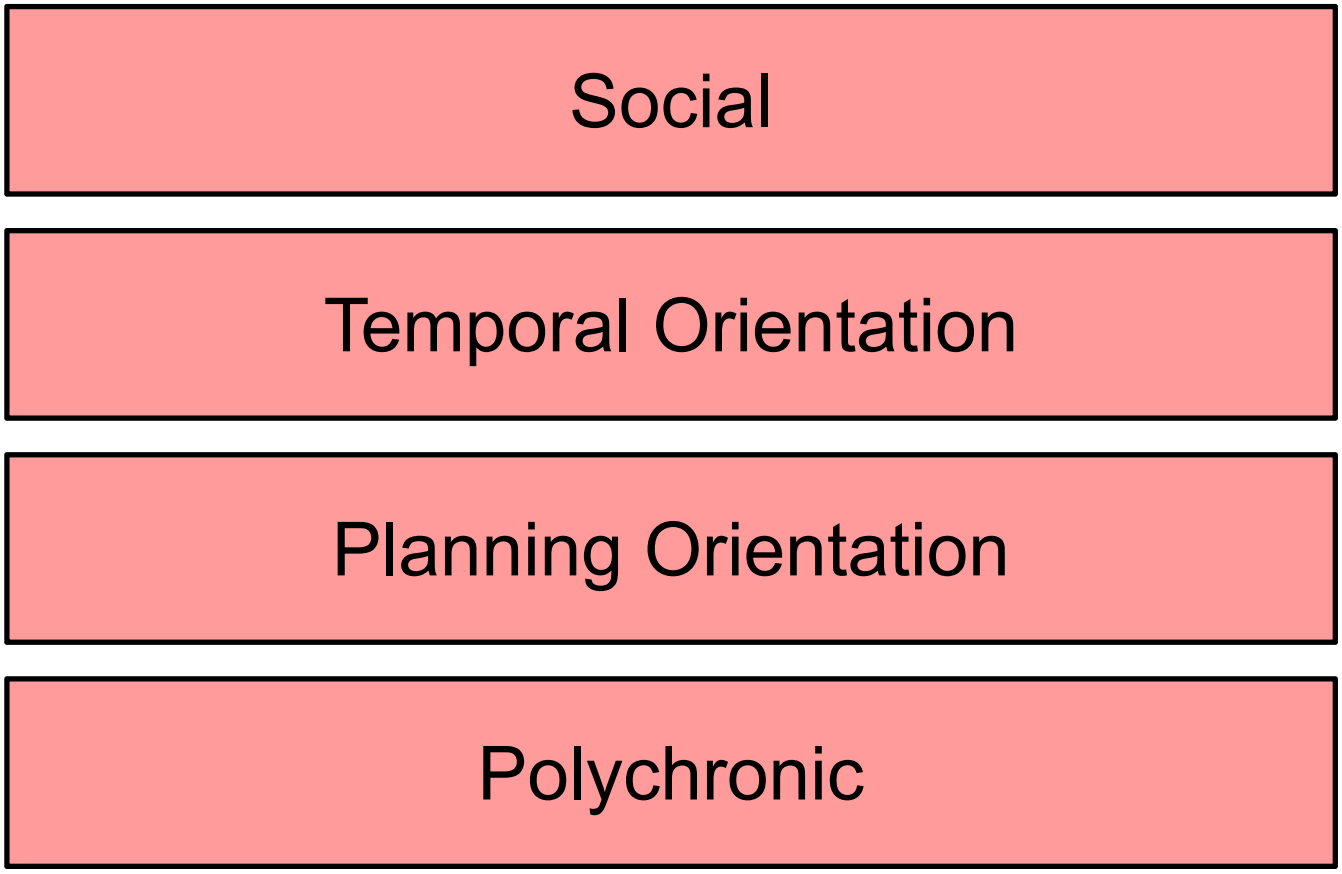
Temporal Factors: Psychological Time



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Five Perspectives on Time

- A study looked at how the timestyles of a group of American women influence their consumption choices. The researchers found four dimensions of time.
- The social dimension refers to individuals' categorization of time as either "time for me" or "time with/for others."
- The temporal orientation dimension depicts the relative significance individuals attach to past, present, or future.
- The planning orientation dimension alludes to different time management styles varying on a continuum from analytic to spontaneous.
- The polychronic orientation dimension distinguishes between people who prefer to do one thing at a time from those who multitask.

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Five Perspectives on Time

Time is a _____.

- Pressure cooker
- Map
- Mirror
- River
- Feast



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Five Perspectives on Time

1 '*Time is a pressure cooker*: Women who personify this metaphor are usually analytic in their planning, other oriented, and monochronic in their time styles. They treat shopping in a methodical manner and they often feel under pressure and in conflict.

2 *Time is a map*: Women who exemplify this metaphor are usually analytic planners, have a future temporal orientation and a polychronic time style. They often engage in extensive information search and in comparison shopping.

3 *Time is a mirror*: Women who come under this metaphor are also analytic planners and have a polychromic orientation. However, they have a past temporal orientation. Due to their risk averseness in time use, these women are usually loyal to products and services they know and trust.

4 *Time is a river*: Women whose time styles can be described through this metaphor are usually spontaneous in their planning orientation and have a present focus. They go on unplanned, short and frequent shopping trips undertaken on impulse.

5 *Time is feast*: These women are analytic planners who have a present temporal orientation. They view time as something to be consumed in the pursuit of sensory pleasure and gratification and, hence, they are motivated by hedonic and variety seeking desires in their consumption behavior.'

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For Reflection

- In what ways do you experience time poverty? What products do you purchase because of the sense of time poverty?

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Learning Objective 2

- The information a store's layout, Web site, or salespeople provides strongly influences a purchase decision.

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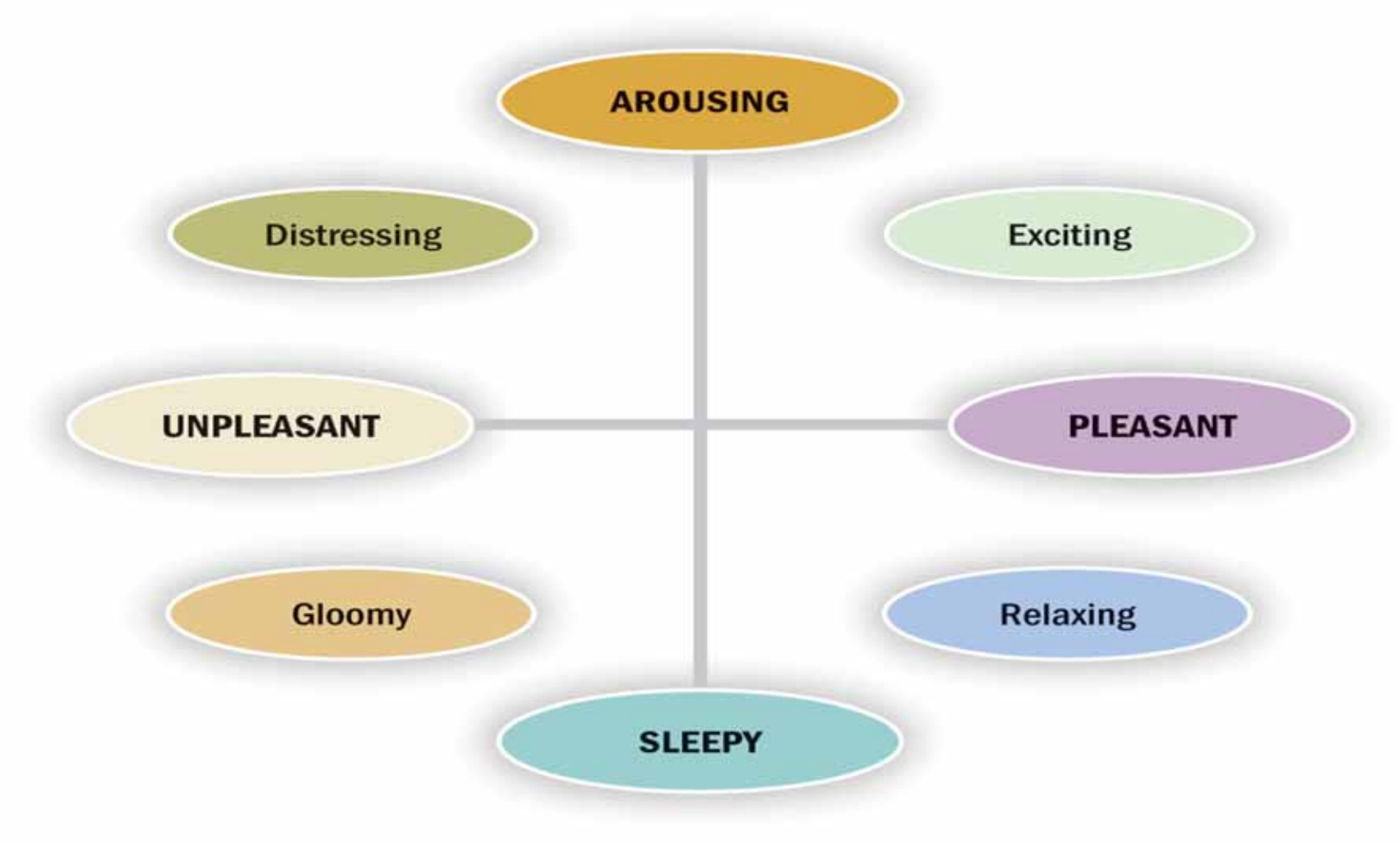
Figure 9.2 The Shopping Experience: Dimensions of Emotional States



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Reasons for Shopping

- Social experiences
- Sharing of common interests
- Interpersonal attraction
- Instant status
- The thrill of the hunt



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E-Commerce: Clicks versus Bricks



- Benefits: good customer service, more options, more convenient
- Limitations: lack of security, fraud, actual shopping experience, shipping charges

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For Reflection

- Will e-commerce eventually replace traditional brick-and-mortar retailing? Why or why not?
- What are the benefits that traditional retail stores provide that e-commerce cannot provide?

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Retailing as Theater

- Landscape themes
- Marketscape themes
- Cyberspace themes
- Mindscape themes



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Retailing as Theater

- *Landscape themes* rely upon associations with images of nature, earth, animals and the physical body.
- *Marketscape themes* build upon associations with man-made places. An example is The Venetian hotel in Las Vegas that lavishly recreates parts of the Italian city.
- *Cyberspace themes* are built around images of information and communications technology. eBay's retail interface instils a sense of community among its vendors and traders.
- *Mindscape themes* draw upon abstract ideas and concepts, introspection and fantasy, and often possess spiritual overtones. At the Seibu store in Tokyo, shoppers enter as neophytes at the first level. As they progress through the physical levels of the store each is themed to connote increasing levels of consciousness until they emerge at the summit as completed shoppers.

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Store Image: The Store's Personality

- Location + merchandise suitability + knowledge/congeniality of sales staff
- Other intangible factors affecting overall store evaluation:
  - Interior design
  - Types of patrons
  - Return policies
  - Credit availability

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Salespeople Play a Key Role



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Learning Objective 3

- Other people and groups, especially those who possess some kind of social power, influence our decisions.



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What Are Sources of Power?

- Social power: capacity to alter the actions of others

Referent power

Information power

Legitimate power

Expert power

Reward power

Coercive power

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What Are Sources of Power?

- Social power: capacity to alter the actions of others
- Social power exists when the one person admires the qualities of another and tries to copy the referent's behavior. It's important to marketers because consumers voluntarily modify what they do and buy to identify with the referent.
- Information power exists when someone knows something others would like to know.
- Legitimate power is granted through true authority in a situation. For instance, police officers have legitimate power. Expert power accrues to a person who is an expert in a particular field. Due to their expertise, others will be influenced by them. Reward power refers to the influence held by a person who has the ability to offer a reward.
- Coercive power is the opposite of reward power. It is held by someone who has the ability to punish.

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For Reflection

- For each type of social power source of influence, share an example of a time you experienced that form of influence.

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Learning Objective 4

- We seek out others who share our interests in products or services.

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Influences of Reference Groups

- Informational
- Utilitarian
- Value-expressive
  - The information influence means that others provide information on consumer choices. The utilitarian influence means that our choices are influenced by important others. The value-expressive influence means that the individual uses the consumer choice to express values consistent (or not) with the group.



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Brand Communities and Consumer Tribes

- A group of consumers who share a set of social relationships based upon usage or interest in a product
- Consumer tribes share emotions, moral beliefs, styles of life, and affiliated product
- Brandfests celebrated by community

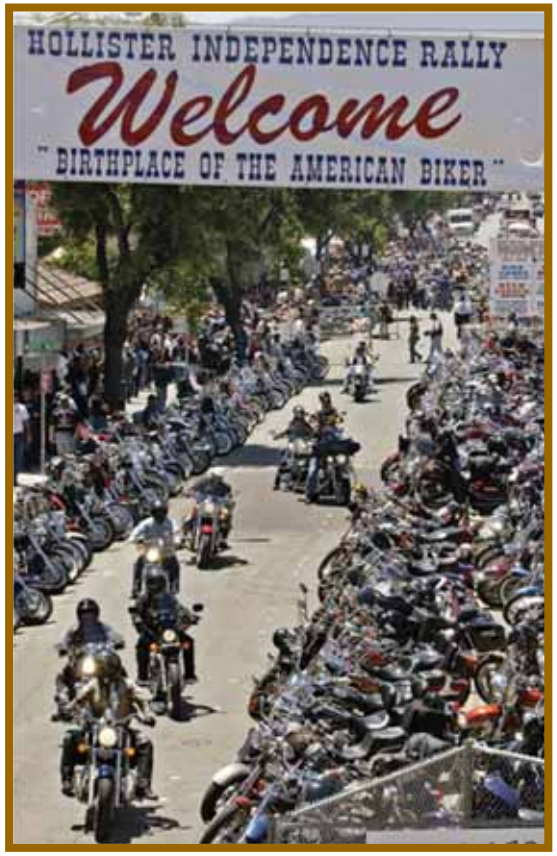

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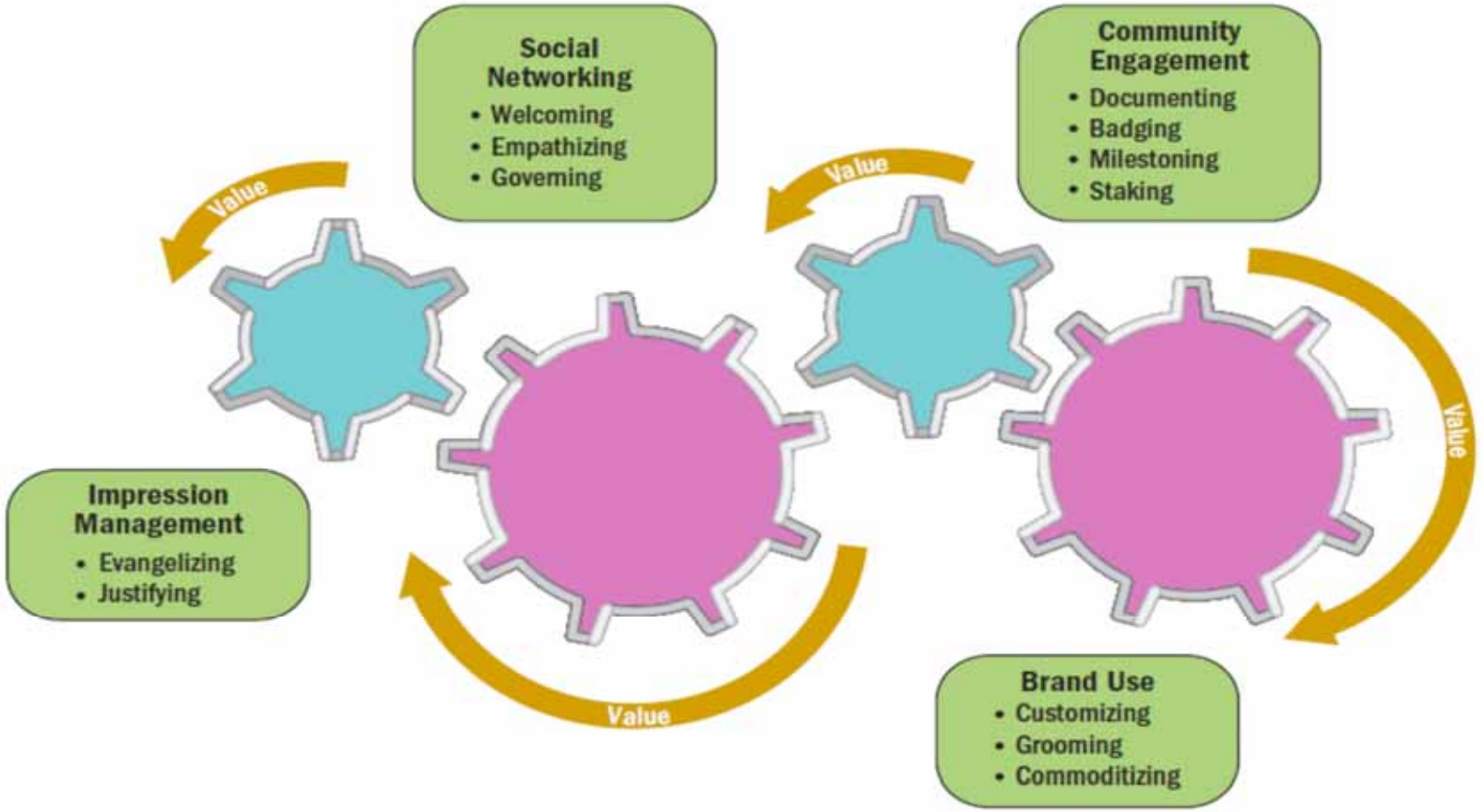
Figure 9.4 Collective Value Creation



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Membership versus Aspirational Reference Groups

- Membership reference groups
  - People the consumer actually knows
  - Advertisers use “ordinary people”
- Aspirational reference groups
  - People the consumer doesn’t know but admire
  - Advertisers use celebrity spokespeople

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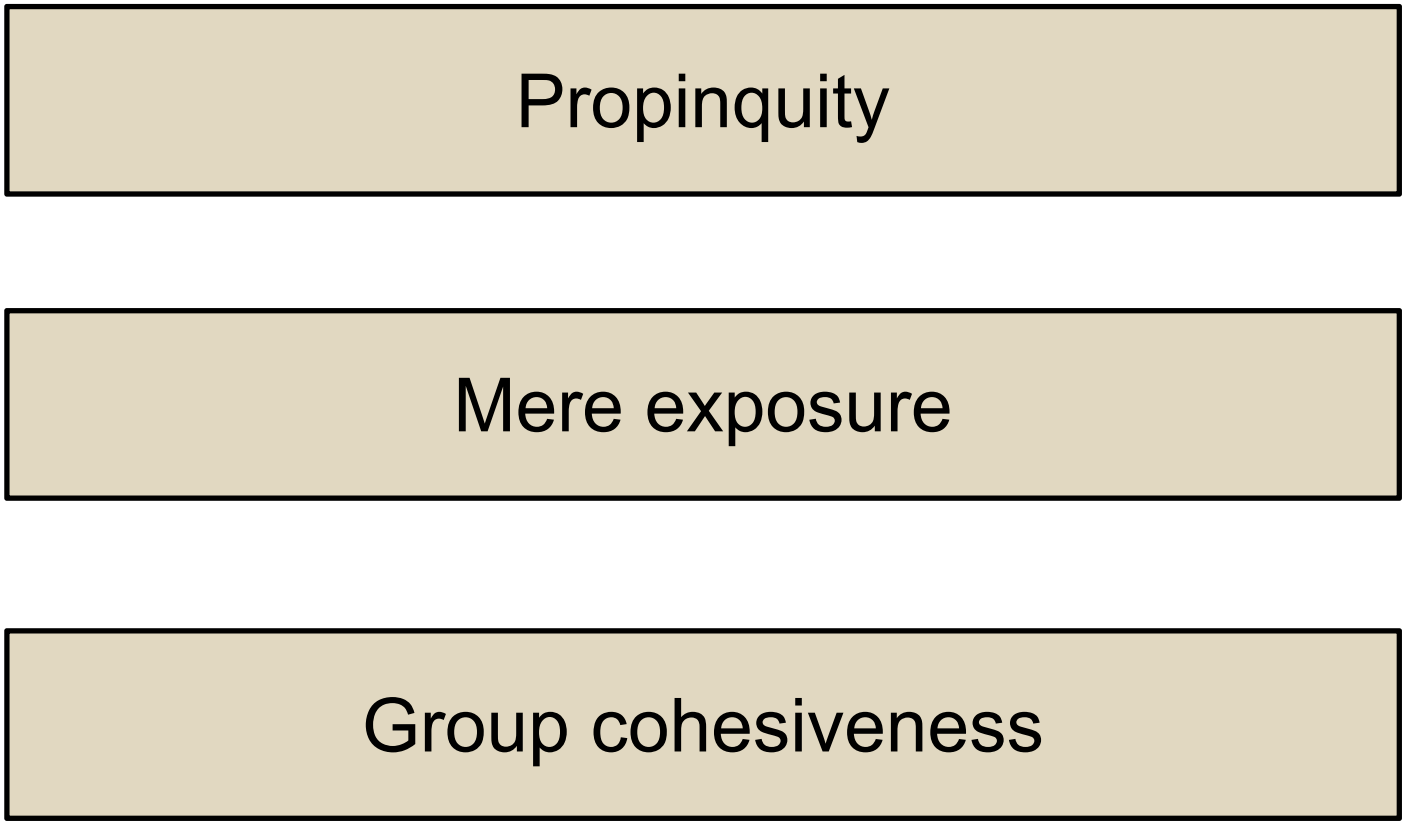
Factors Predicting Reference Group Membership



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Factors Predicting Reference Group Membership

Several factors make it more likely that we will be a member of a reference group.

First as physical distance between people decreases and opportunities for interaction increase, they are more likely to form relationships. This physical nearness is called propinquity.

We come to like persons or things if we see them more often. This is known as mere exposure phenomenon.

Cohesiveness refers to the degree to which members of a group are attracted to each other and how much each values their membership in the group.

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Positive versus Negative Reference Groups

- Avoidance groups: motivation to distance oneself from other people/groups
- Antibrand communities: unite around a celebrity, store, or brand—but in this case they're united by their disdain for it

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Consumers Do It in Groups

Why do we conform?

- Cultural pressure
- Fear of deviance
- Commitment
- Group unanimity
- Interpersonal influence

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Consumers Do It in Groups

Cultural pressures—Different cultures encourage conformity to a greater or lesser degree. The American slogan “Do your own thing” in the 1960s reflected a movement away from conformity and toward individualism. In contrast, Japanese society emphasizes collective well-being and group loyalty over individuals’ needs.

• Fear of deviance—The individual may have reason to believe that the group will apply sanctions to punish nonconforming behaviors. It’s not unusual to observe adolescents shunning a peer who is “different”.

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Consumers Do It in Groups

- Commitment—The more people are dedicated to a group and value their membership in it, the greater their motivation to conform to the group's wishes. Rock groupies and followers of TV evangelists may do anything their idols ask of them. According to the principle of least interest, the person who is least committed to staying in a relationship has the most power because that party doesn't care as much if the other person rejects him.
- Group unanimity, size, and expertise—As groups gain in power, compliance increases. It is often harder to resist the demands of a large number of people than only a few, especially when a "mob mentality" rules.

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Consumers Do It in Groups

Susceptibility to interpersonal influence—This trait refers to an individual's need to have others think highly of him or her. Consumers who don't possess this trait are role-relaxed; they tend to be older, affluent, and to have high self-confidence. Subaru created a communications strategy to reach role-relaxed consumers. In one of its commercials, a man proclaims, "I want a car. . . . Don't tell me about wood paneling, about winning the respect of my neighbors. They're my neighbors. They're not my heroes.

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Consumers Do It in Groups

- People in larger groups have fewer constraints on behavior. Deindividuation occurs when our individual identities are submerged in the group. In other words, we don't stay out alone so we may behave differently. At a costume party, we may act wilder than we would in our everyday lives.
- The change in our shopping behavior in groups is the reason some brands use home shopping parties.
- Why do we tend to conform to the pressure of groups? Culture pressure refers to how different cultures encourage conformity to a greater or lesser extent. For instance, the Japanese society emphasizes collective well-being and group loyalty over individuals' needs.

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Consumers Do It in Groups

- Individuals may believe that the group will apply sanctions to punish nonconforming behaviors. This is the fear captured in the factor, fear of defiance. According to the principle of least interest, the person who is least committed to staying in a relationship has the most power because that party doesn't care as much if the other person rejects him. As groups gain in power, compliance increases. The trait, susceptibility to interpersonal influence, refers to an individual's need to have others think highly of him or her.

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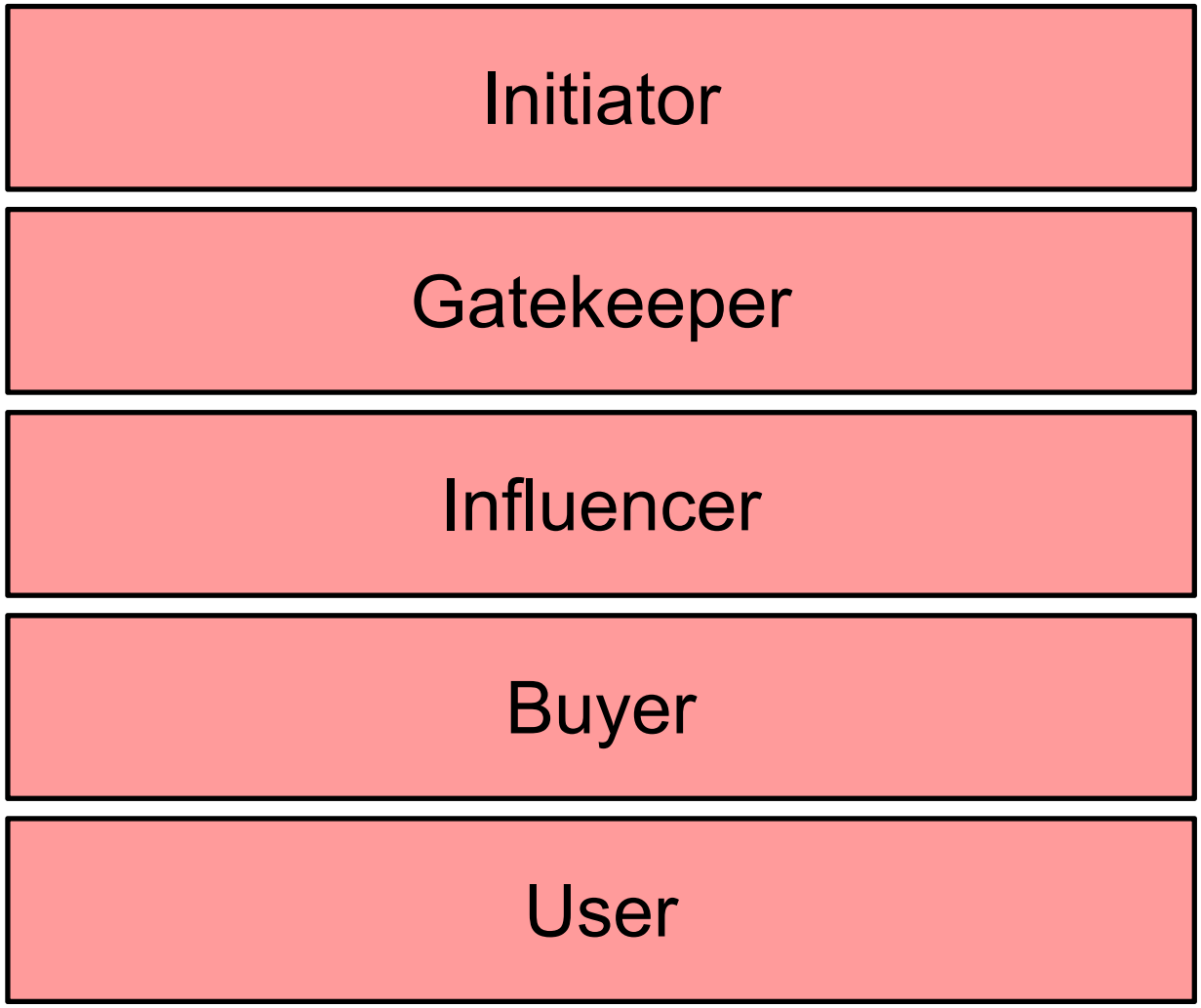
Roles In Collective Decision Making



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Roles In Collective Decision Making

- Depending on the decision in question, the choice may include some or all group members and different group members may play different roles. The initiator role is played by the person who brings up the idea or identifies the need.
- The person who conducts the information search and controls the flow of information available to the group is the gatekeeper.
- The person who tries to influence the outcome of the decision is the influencer.
- The person who actually makes the purchase is the buyer.
- Those who will actually use the product are the users.

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Organizational Decision Making

- Organizational buyers: purchase goods and services on behalf of companies for use in the process of manufacturing, distribution, or resale.
- Business-to-business (B2B) marketers: specialize in meeting needs of organizations such as corporations, government agencies, hospitals, and retailers.

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Compared to Consumer Decision Making, Organizational Decision Making…

- Involves many people
- Requires precise, technical specifications
- Is based on past experience and careful weighing of alternatives
- May require risky decisions
- Involves substantial dollar volume
- Places more emphasis on personal selling

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What Influences Organizational Buyers?

- The buyclass theory of purchasing divides organizational buying decisions into 3 types:
  - Level of information required
  - Seriousness of decision
  - Familiarity with purchase

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Table 9.4 Types of Organizational Buying Decisions

- Buyclass theory: organizational buying decisions divided into three types, ranging from most to least complex:

Buying Situation	Extent of Effort	Risk	Buyers Involved
Straight rebuy	Habitual decision making	Low	Automatic reorder
Modified rebuy	Limited problem solving	Low to moderate	One or a few
New task	Extensive problem solving	High	Many

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The Modern Family Unit

- Changes in family structure
  - Boomerang kids are adult children living at home with one or more parents. Adults who have their elderly children live with them are known as the Sandwich Generation.
- Changes in household concept



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Nonhuman Family Members

- Pets are treated like family members
- Pet-smart marketing strategies:
  - Name-brand pet products
  - Lavish kennel clubs
  - Pet accessories



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Family Life Cycle

- Factors that determine how couples spend money:
  - Whether they have children
  - Whether both spouses work
- Family life cycle (FLC) concept combines trends in income and family composition with change in demands placed on income



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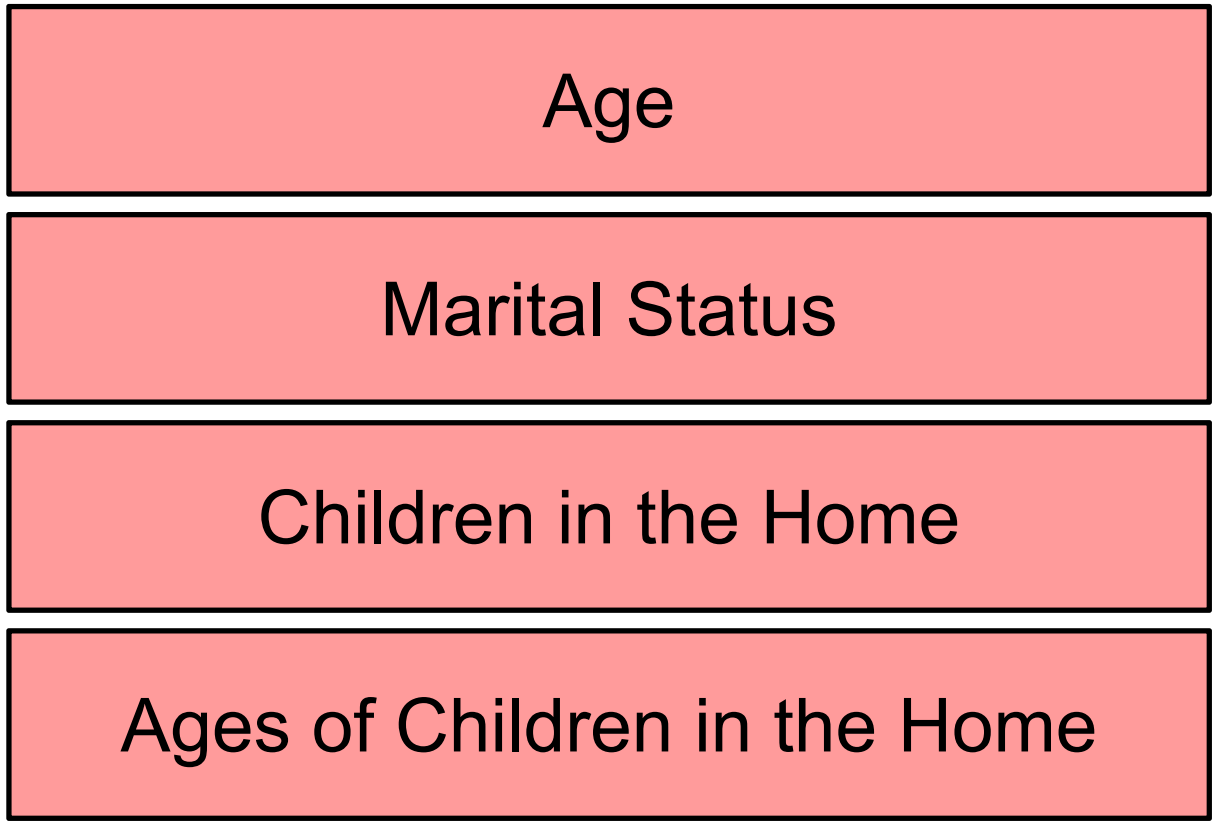
Variables Affecting FLC



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Household Decisions

Consensual
Purchase Decisions

Accommodative
Purchase Decisions

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Household Decisions

Families make two types of decisions:

1) consensual and 2) accommodative.

Consensual purchase decisions are those for which members agree on the desired purchase, differing only in terms of how it will be achieved.

Accommodative purchase decisions are those for which members have different preferences or priorities and they cannot agree on a purchase to satisfy the minimum expectations of all involved .

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Resolving Decision Conflicts in Families

- Interpersonal need
- Product involvement and utility
- Responsibility
- Power



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Resolving Decision Conflicts in Families

The factors that determine how much conflict there will be include interpersonal need, product involvement and utility, responsibility, and power.

- Interpersonal need refers to the level of involvement of a person in the group.
- Product involvement and utility refers to the degree to which a person will use the product to satisfy a need.
- Responsibility refers to the person who has responsibility for procurement, maintenance, payment, and so on.
- Power refers to the degree to which one family member exerts influence over the others.

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Who Makes Key Decisions in the Family?

- Autonomic decision: one family member chooses a product

- Syncretic decision: involve both partners
  - Used for cars, vacations, homes, appliances, furniture, home electronics, interior design, phone service
  - As education increases, so does syncretic decision making

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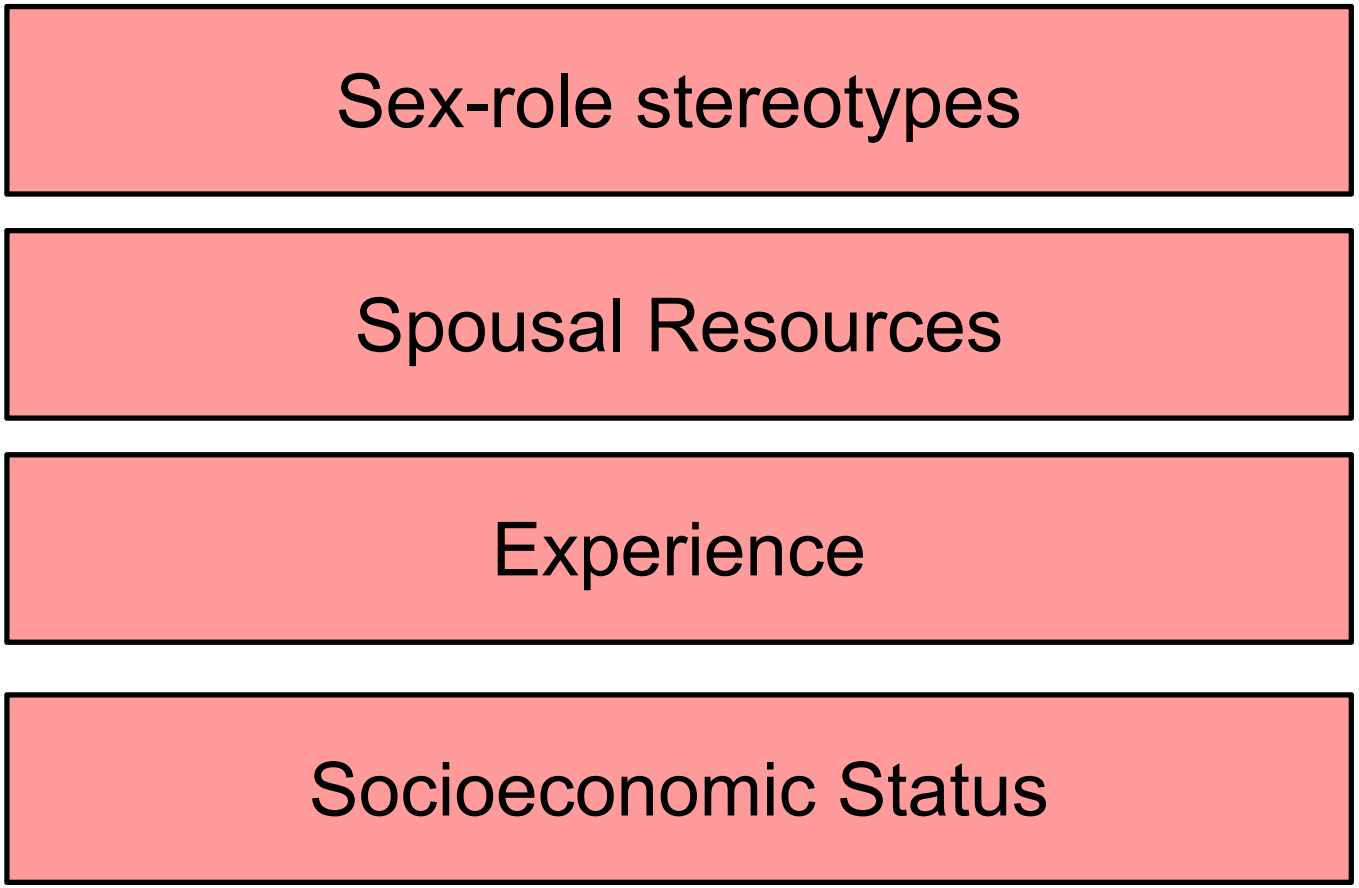
Factors Affecting Decision-Making Patterns Among Couples



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Factors Affecting Decision-Making Patterns Among Couples

Couples who believe in traditional sex-role stereotypes tend to make individual decisions for sex-typed products (those that are considered feminine or masculine).

The spouse who contributes more resources to the family has the greater influence.

Couples who have gained experience as a decision-making unit make individual decisions more frequently.

Middle-class families make more joint decisions than do either higher- or lower-class families.

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Heuristics in Joint Decision Making

- Synoptic ideal: the couple takes a common view and act as joint decision makers
- Heuristics simplify decision making:
  - Salient, objective dimensions
  - Task specialization
  - Concessions based on intensity of each spouse's preferences

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Heuristics in Joint Decision Making

- The ideal view of joint decision making is that both the husband and wife participate equally. According to this view, both would act rationally and weigh alternatives. In reality, spousal decision making is more about reaching decisions than making decisions.
- One common technique for simplifying decisions is to use heuristics.
- Couples can define their areas of common preference on specific dimensions.
- They can assign certain duties or decision components to the person who is best at that task.
- Lastly they can make concessions to each other based on the wishes and concerns of one another.

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Chapter Summary

- Many factors affect the consumer decision-making process.
- The retail environment and experience is a strong influence.
- Other people and groups, especially those with social power, influence our decisions.
- We seek out others who share our interests in products.

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Chapter Summary (Cont.)

- Marketers need to understand behavior in collective decision-making situations.
- The decision-making process differs when people choose what to buy on behalf of an organization rather than for personal use.
- Our traditional notions of family are outdated.
- Family members play different roles and varying levels of influence.

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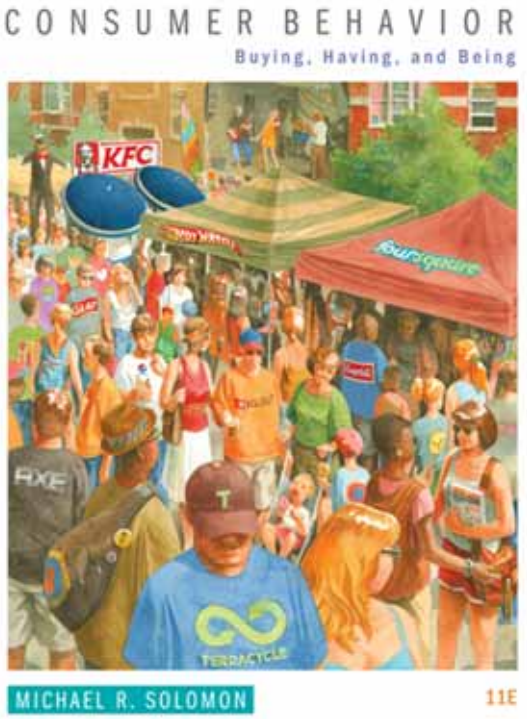
10
Consumer Identity 1: Sex Roles &Subcultures

CONSUMER BEHAVIOR, 11e

Michael R. Solomon



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Chapter Objectives

1. Consumer identity derives from “we” as well as “I”.
2. Gender identity is a very important component of a consumer’s self-concept.
3. Our memberships in ethnic, racial, and religious subcultures often play a big role in guiding our consumption behaviors.

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Chapter Objectives (Cont.)

4. Marketers increasingly use religious and spiritual themes when they talk to consumers.
5. We have many things in common with others because they are about the same age.
6. Teens are an important age segment for marketers.

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Chapter Objectives (Cont.)

7. Baby Boomers are the most powerful age segment economically.
8. Seniors are a more important market segment than many marketers realize.
9. Birds of a feather flock together.

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Learning Objective 1

- Consumer identity derives from “we” as well as “I”.



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Subcultures

- Social identity is that part of the self that our group memberships define.
- The categories that matter in establishing our consumer identity are subcultures.

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For Reflection

- Identify some of the subcultures to which you belong. How do you identify with these subcultures?

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Learning Objective 2

- Gender identity is a very important component of a consumer's self-concept.



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Gender Differences in Socialization

- Gender roles vary by culture but are changing
- Many societies still expect traditional roles:
  - Agentic roles: men are expected to be assertive and have certain skills
  - Communal roles: women are taught to foster harmonious relationships

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Sex-Typed Traits and Products

- Sex-typed traits: characteristics we stereotypically associate with one gender or the other.
- Sex-types products: take on masculine or feminine attributes
  - Princess telephones
  - Thor's Hammer vodka



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Female Sex Roles



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Sex Role Assumptions



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For Reflection

- What are two examples of sex-typed products?
- Are there situations for which promoting sex-typed products might limit the market for a product?

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Learning Objective 3

- Our memberships in ethnic, racial, and religious subcultures often guide our consumption behaviors.

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Ethnic and Racial Subcultures

- An ethnic subculture is a self-perpetuating group of consumers who share common cultural or genetic ties where both its members and others recognize it as a distinct category.
- In countries like Japan, ethnicity is synonymous with the dominant culture because most citizens claim the same cultural ties.

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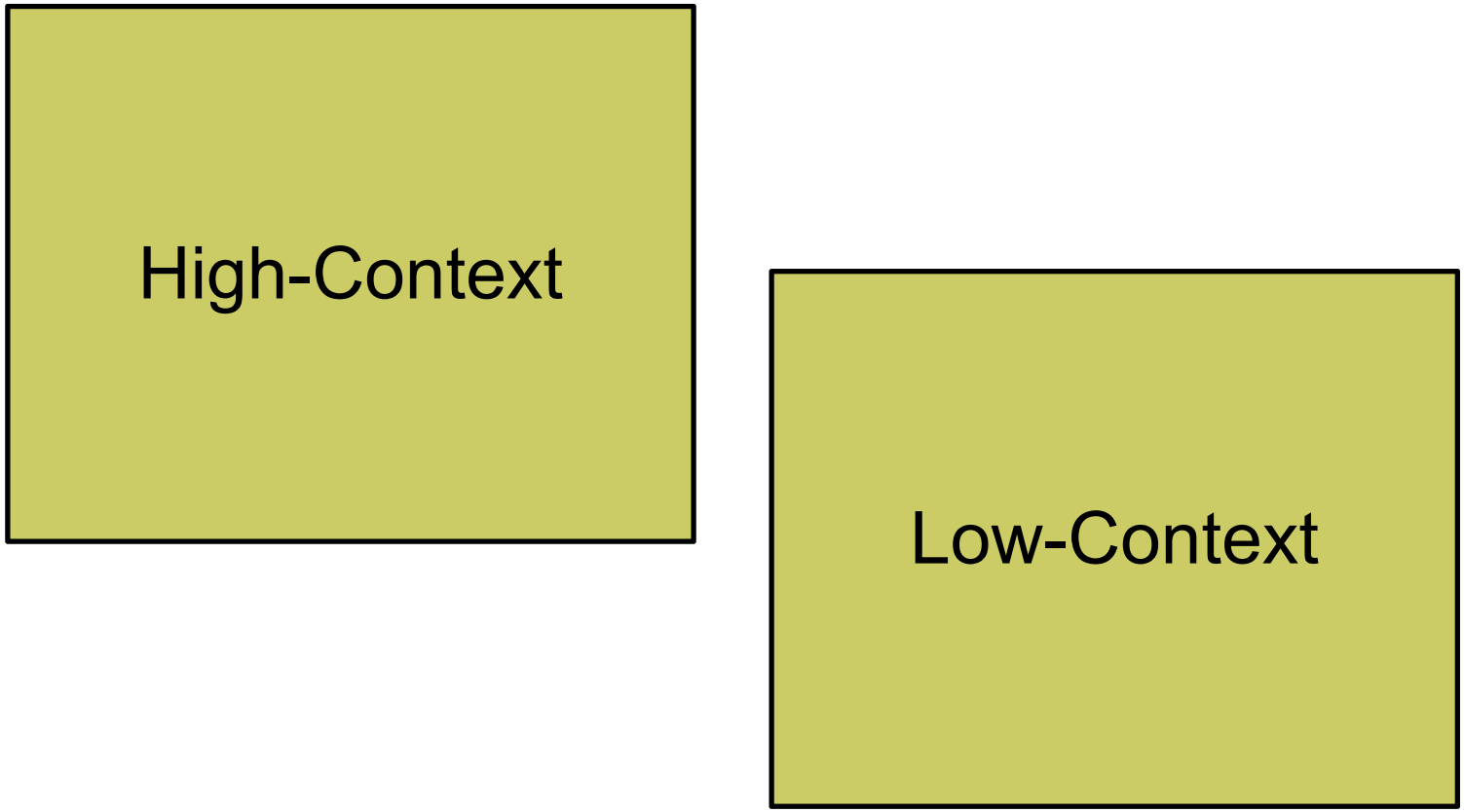
The Context of Culture



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The Context of Culture

An important subcultural difference is how abstract or literal a group is. Sociologists make a distinction between high-context cultures and low-context cultures. In a high-context culture, group members are tightly knit and they infer meanings that go beyond the spoken word.

Symbols and gestures are used instead of words to carry the weight of the message. In contrast, people in a low-context culture are more literal. Compared to Anglos, many minority cultures are high-context and have strong oral traditions. This means that consumers are more sensitive to nuances in advertising.

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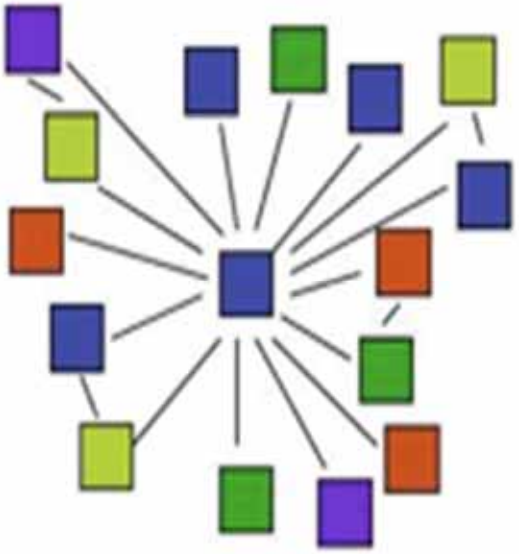
The Context of Culture

Low and High-Context Cultures

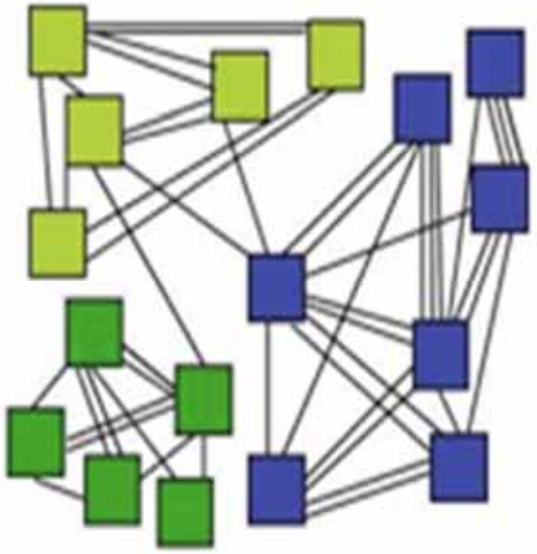
Low-Context cultures, such as the US, UK, Canada, Germany, are individualistic, logical, and task-oriented, with most cultural knowledge explicit and conscious through diverse, discrete, short-term relationships.

High-Context cultures, such as China, Japan, France, Saudi Arabia, are collectivist, intuitive and relationship-oriented, with most cultural knowledge implicit through myriad tightly connected, long-term relationships.

Low Context Culture



High Context Culture



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The Context of Culture

	Low-Context	High-Context
Example Countries	US, UK, Canada, Germany, Denmark, Norway	Japan, China, Egypt, Saudi Arabia, France, Italy, Spain
Business Outlook	Competitive	Cooperative
Work Ethic	Task-oriented	Relationship-oriented
Work Style	Individualistic	Team-oriented
Employee Desires	Individual achievement	Team achievement
Relationships	Many, looser, short-term	Fewer, tighter, long-term
Decision Process	Logical, linear, rule-oriented	Intuitive, relational
Communication	Verbal over Non-verbal	Non-verbal over Verbal
Planning Horizons	More explicit, written, formal	More implicit, oral, informal
Sense of Time	Present/Future-oriented	Deep respect for the past
View of Change	Change over tradition	Tradition over change
Knowledge	Explicit, conscious	Implicit, not fully conscious
Learning	Knowledge is transferable (above the waterline)	Knowledge is situational (below the waterline)

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For Reflection

- Do you think social media influence cultures to operate in a more high-context or low-context manner? Explain.

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Is Ethnicity a Moving Target?

- Defining/targeting an ethnic group is not always so easy ("melting pot" society)
- Deethnicization occurs when a product we associate with a specific ethnic group detaches itself from its roots and appeals to other groups as well



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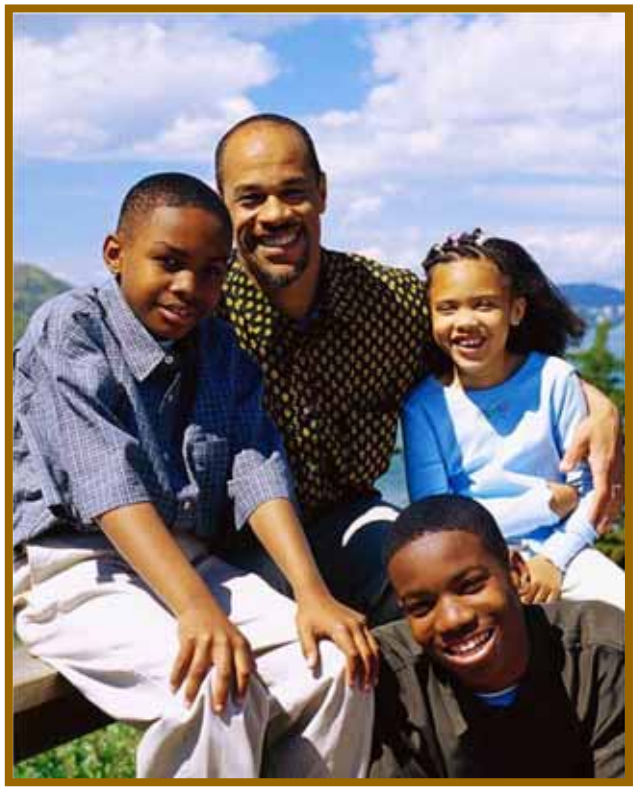
African Americans



- Overall spending patterns of blacks and whites are roughly similar
- Household income and educational levels rising for African Americans
- Differences in consumption behaviors subtle but important

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Hispanic Americans

- "Hispanic" = many different backgrounds
- Hispanics are:
  - Brand loyal
  - Highly concentrated geographically by country of origin (easy to reach)



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Distinguishing Characteristics of the Hispanic Market

- Looking for spirituality, stronger family ties, and more color in their lives
- Large family size of Hispanic market
  - Spend more on groceries
  - Shopping is a family affair
  - Regard clothing children well as matter of pride
  - Convenience/saving time is not important to Hispanic homemaker

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Asian Americans



- Most affluent, best educated
- Most brand-conscious but least brand loyal
- Made up of culturally diverse subgroups that speak many different languages/dialects

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For Reflection

- Though the “Big Three” are attractive segments for marketers to reach, why might they be difficult to approach?



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The Progressive Learning Model

- Assumes that people gradually learn a new culture as they increasingly come into contact with it
- When people acculturate they will blend their original culture and the new one
- Consumers who retain much of their original ethnic identity differ from those who assimilate

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What is Acculturation?

- Acculturation occurs, at least in part, with the influence of acculturation agents
  - Family
  - Friends
  - Church organizations
  - Media

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For Reflection

- Identify products which have been deethnicized. How should these products be marketed now?

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Learning Objective 4

- Marketers increasingly use religious and spiritual themes when they talk to consumers.

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Religion and Consumption

- Organized religion and product choices
- Born-again consumers
- Islamic marketing



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For Reflection

- Should members of a religious group adapt marketing techniques that manufacturers customarily use to increase market share for their products? Why or why not?

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Learning Objective 5

- We have many things in common with others because they are about the same age.

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Generational Categories

- The Interbellum Generation
- The Silent Generation
- The War Baby Generation
- The Baby Boom Generation
- Generation X
- Generation Y
- Generation Z

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Generational Categories

- The Interbellum Generation—People born at the beginning of the 20th century
- The Silent Generation—People born between the two World Wars
- The War Baby Generation—People born during World War II
- The Baby Boom Generation—People born between 1946 and 1964
- Generation X—People born between 1965 and 1985
- Generation Y—People born between 1986 and 2002
- Generation Z—People born 2003 and later

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Learning Objective 6

- Teens are an important age segment for marketers.



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The Youth Market

- "Teenage" first used to describe youth generation in 1950s
- Youth market often represents rebellion
- $100 billion in spending power



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Teen Values, Conflicts, and Desires

- Four basic conflicts common among all teens:
  - Autonomy versus belonging
  - Rebellion versus conformity
  - Idealism versus pragmatism
  - Narcissism versus intimacy

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Teen Values, Conflicts, and Desires

- Autonomy versus belonging means that teens want to acquire independence so they try to break away from their families. But at the same time, they want to attach themselves to a support structure.
- Rebellion versus conformity grasps that teens need to rebel against social standards of appearance and behavior but they need to fit in and be accepted by others.
- Idealism versus pragmatism means that they tend to view adults as hypocrites whereas they see themselves as sincere.
- Narcissism versus intimacy means that they tend to obsess about their appearance and needs. However, they also feel the desire to connect with each other.

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Getting to Know Gen Y



- "Echo Boomers" = "millennials" = Gen Yers
- Make up one-third of U.S. population
- Spend $170 billion a year
- First to grow up with computers in their homes, in a 500-channel TV universe

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Rules of Engagement

- Rule #1: Don’t talk down
- Rule #2: Don’t try to be what you’re not
- Rule #3: Entertain them. Make it interactive and keep the sell short
- Rule #4: Show that you know what they’re going through but keep it light

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Tweens

- Children ages 8 to 14
- Spend $14 billion a year on clothes, CDs, movies (“feel-good” products)
- Exhibit characteristics of both children and adolescents
- Victoria Secret’s Pink lingerie line for younger girls (“Team Pink”)

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Big (Wo)Man on Campus

- College market is attractive
  - Many students have extra cash/free time
  - Undeveloped brand loyalty
- College students are hard to reach via conventional media

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Generation X



- Consumers born between 1966 and 1976
- Today's Gen Xer is both values-oriented and value-oriented
- Desire stable families, save portion of income, and view home as expression of individuality

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For Reflection

- If you were a marketing researcher assigned to study what products are "cool," how would you do this?
- How has the definition of what is cool changed as the generations have aged?

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Learning Objective 7

- Baby boomers continue to be the most powerful age segment economically.



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Baby Boomers

- Consumers born between 1946 and 1965
- Active and physically fit
- Currently in peak earning years
  - Food, apparel, and retirement programs
  - “Midlife crisis” products



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For Reflection

- What will happen to the markets for products like Restylane as the Baby Boomers continue to age?

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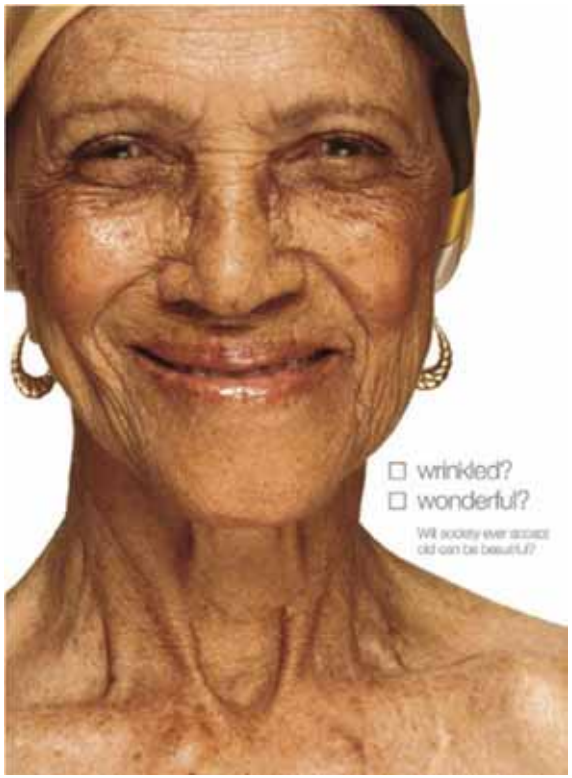
Learning Objective 8

- Seniors continue to increase in importance as a market segment.



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Perceived Age: You're Only as Old as You Feel

- Age is more a state of mind than of body
- Perceived age: how old a person feels as opposed to his or her chronological age
  - "Feel-age"
  - "Look-age"
- The older we get, the younger we feel relative to actual age

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Values of Older Adults



- Autonomy: want to be self-sufficient
- Connectedness: value bonds with friends and family
- Altruism: want to give something back to the world

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For Reflection

- Is it practical to assume that people 60 and over constitute one large consumer market (i.e., the gray market)? How can marketers segment this age subculture?

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Learning Objective 9

- Birds of a feather flock together.

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Chapter Summary

- People share an identification with subcultures and these memberships influence their consumer identity.
- Much of our consumer identity is based on our gender roles.
- Membership in ethnic, racial, and religious subcultures plays a role in our consumption decisions.

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Chapter Summary

- People tend to have things in common with others about their same age.
- Teens, tweens, baby boomers, and seniors are all important markets.
- Even place can play a role in our consumer identity.

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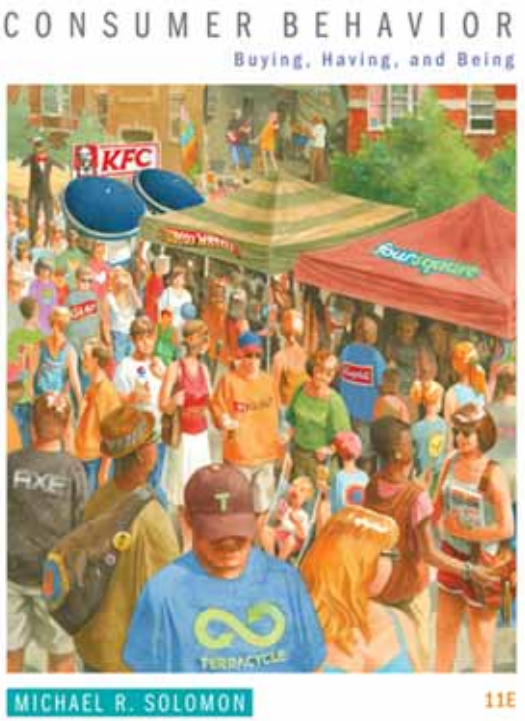
11
Consumer Identity II:
Social Class & Lifestyles

CONSUMER BEHAVIOR, 11e

Michael R. Solomon



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Chapter Objectives

1. Our confidence in our future, as well as in the overall economy, determines how freely we spend and the types of products we buy.
2. We group consumers into social classes that say a lot about where they stand in society.

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Chapter Objectives (Cont.)

3. Individuals' desire to make a statement about their social class, or the class to which they hope to belong, influences the products they like and dislike.
4. A lifestyle defines a pattern of consumption that reflects a person's choices of how to spend his or her time and money, and these choices are essential to define consumer identity.

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Chapter Objectives (Cont.)

5. Identifying patterns of consumption can be more useful than knowing about individual purchases when organizations craft a lifestyle marketing strategy.
6. Psychographics go beyond simple demographics to help marketers understand and reach different consumer segments.

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Learning Objective 1

- Our confidence in our future, as well as in the overall economy, determines how freely we spend and the types of products we buy.



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To Spend or Not To Spend

- Discretionary income is the money available to a household over and above what it requires to have a comfortable standard of living
- How we spend varies based in part on our attitudes toward money
  - Tightwads hate to part with their money and actually experience emotional pain when they make purchases.
  - Spendthrifts enjoy nothing more than spending.

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Consumer Confidence

- Factors affecting savings rate:
  - Pessimism/ optimism
  - World events
  - Cultural differences in attitudes toward savings



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Consumer Confidence

Behavioral economics is also called economic psychology. It is the study of the human side of economic decisions.

- Consumers' beliefs about what the future holds are an indicator of consumer confidence.
- Consumer confidence is a measure of how optimistic or pessimistic people are about the future health of the economy and how they predict they'll fare down the road.
- When people are optimistic about the future, they tend to reduce their savings rate.
- In addition, world events and culture affect overall savings rates. The person depicted in the Bianco ad is tired of hearing about the financial crisis.

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For Reflection

- How does your own attitude toward spending affect your general shopping patterns?

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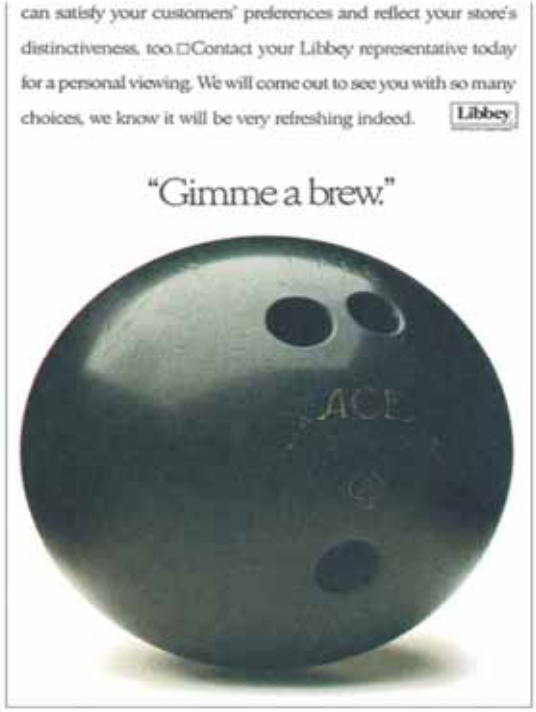
Learning Objective 2

- We group consumers into social classes that say a lot about where they stand in society.





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Social Class Structure

- “Haves” versus “have-nots”
- Social class is determined by income, family background, and occupation
- Universal pecking order: relative standing in society
- Social class affects access to resources

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Picking a Pecking Order

- Artificial divisions in a society
- Achieved versus ascribed status
- Status hierarchy

Social stratification refers to the creation of artificial divisions among people such that some members get more resources than others by virtue of their relative standing, power, or control in the group. In groups, some resources are earned through hard work and this is known as achieved status. Others may get resources because of who they are and this is known as ascribed status. Most groups do exhibit a status hierarchy where some members are better off than others.

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Components of Social Class

- Occupational prestige
  - Is stable over time and similar across cultures
  - Single best indicator of social class
- Income
  - Wealth not distributed evenly across classes (top fifth controls 75% of all assets)
  - How money is spent is more influential on class than income

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Predicting Consumer Behavior

- Social class is better predictor of lower to moderately priced symbolic purchases
- Income is better predictor of major nonstatus/nonsymbolic expenditures
- Need both social class and income to predict expensive, symbolic products

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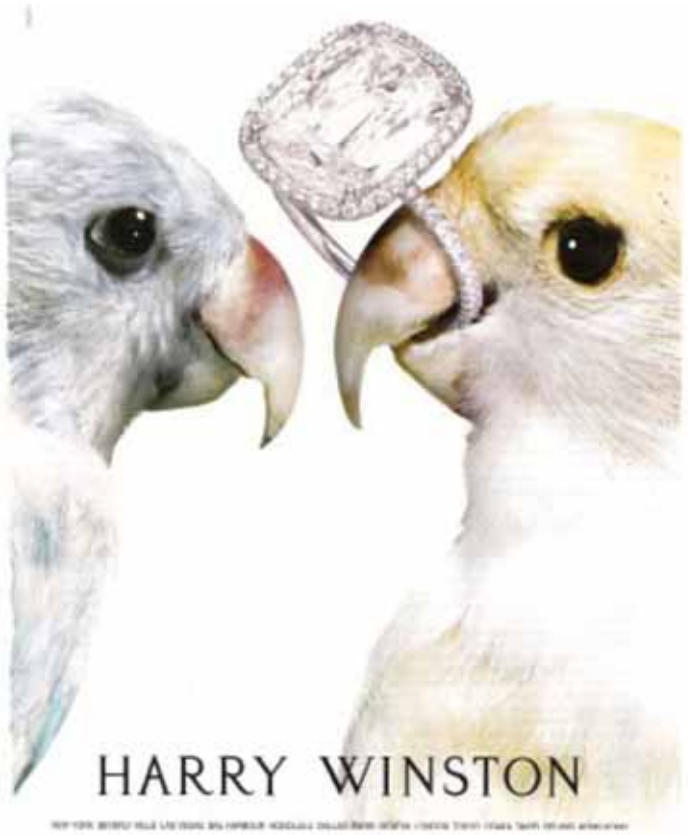
Consumer View of Luxury Goods

- Luxury is functional
- Luxury is a reward
- Luxury is indulgence

Consumers who use their money to buy things that will last and have enduring value view luxury as functional. Those who use luxury goods to say “I’ve made it” view luxury as a reward. Those who seek out luxury goods in order to illustrate their individuality take an emotional approach to luxury spending and view luxury as indulgence.



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The Income Pyramid

- Top of the Pyramid
- Bottom of the Pyramid

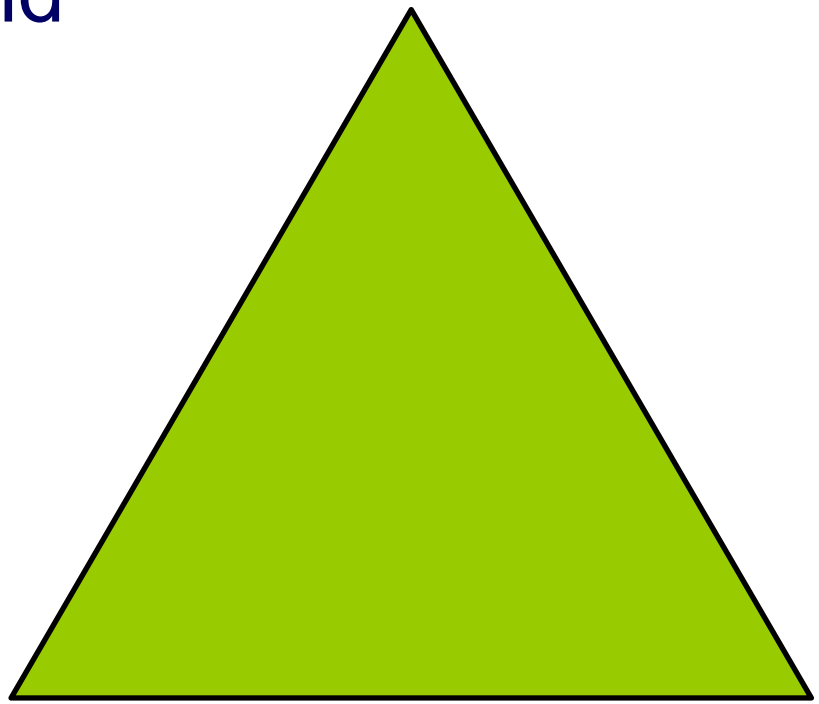

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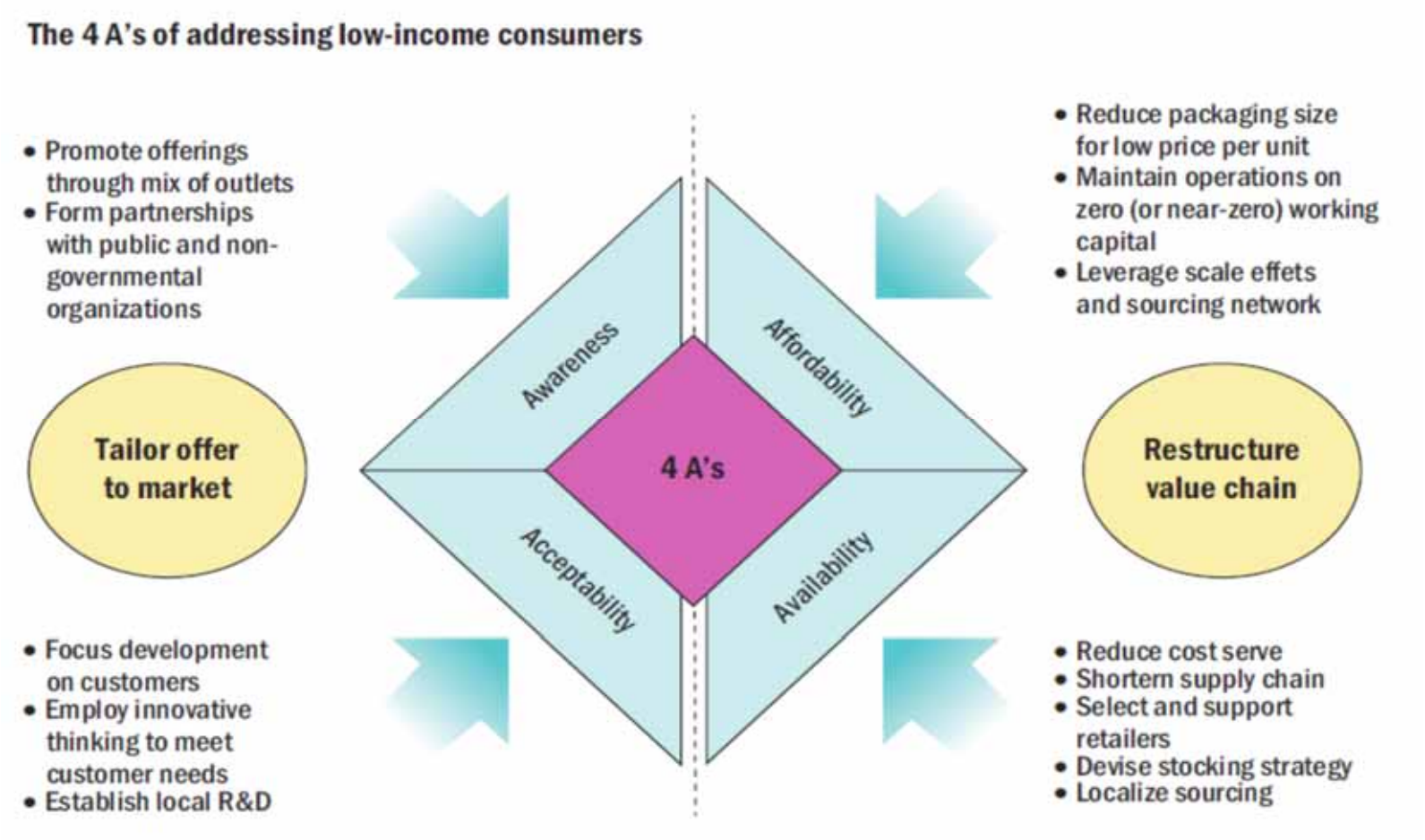
Figure 11.1 The 4 As



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Social Mobility

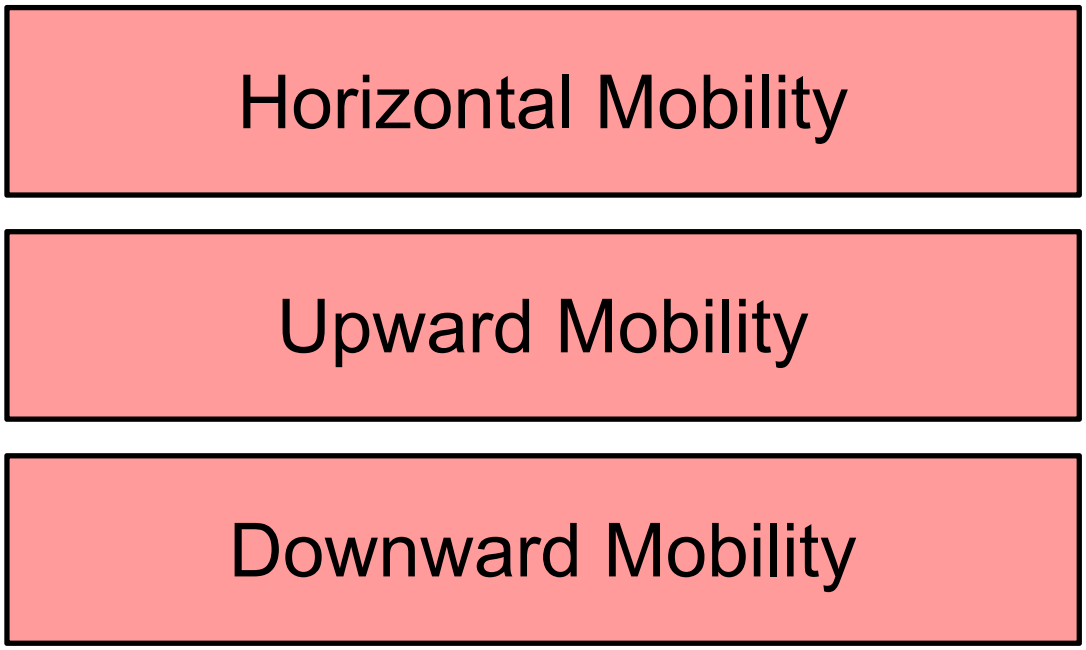

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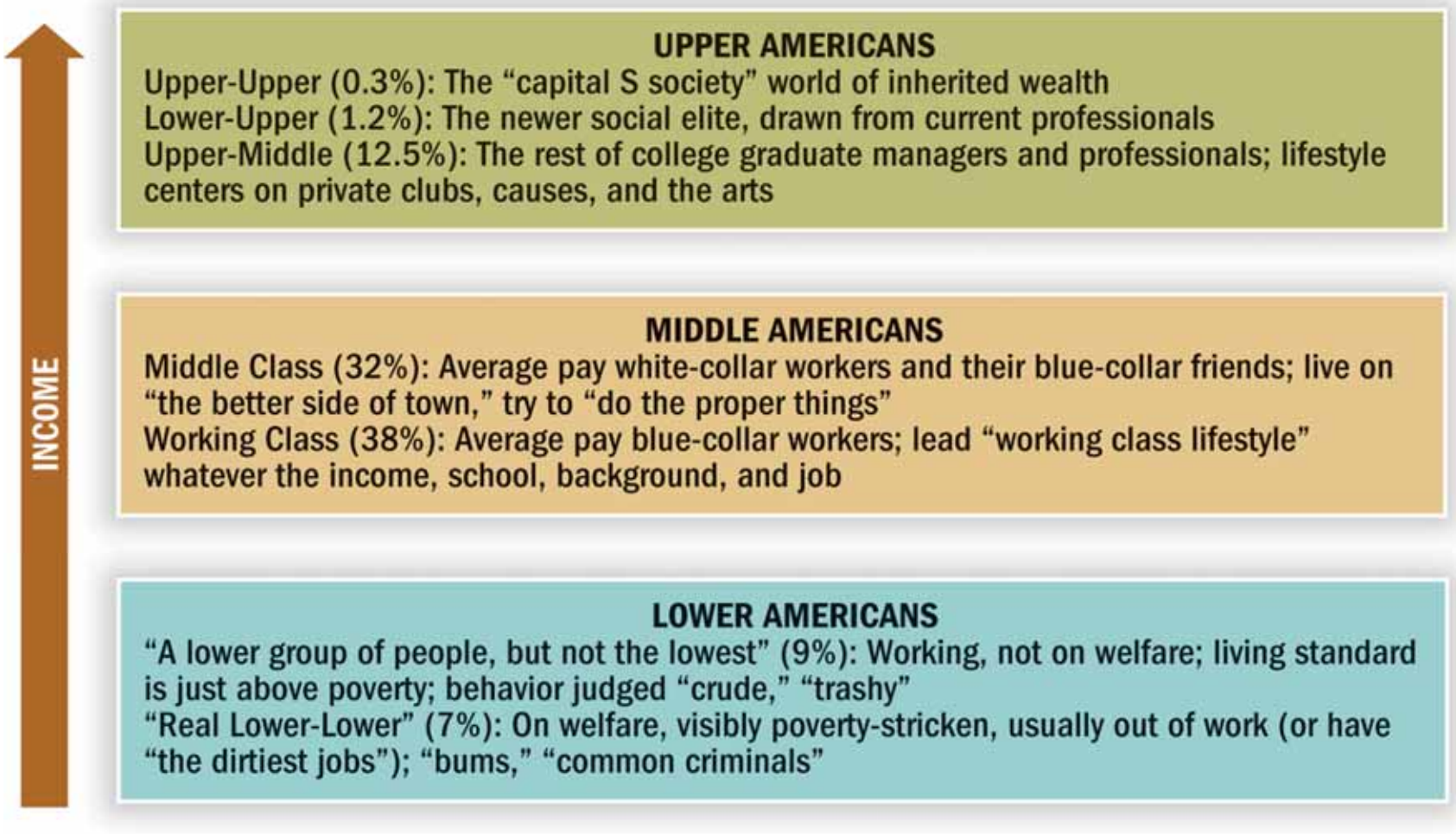
Figure 11.2 American Class Structure



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Problems with Social Class Segmentation

- Ignores status inconsistencies
- Ignores intergenerational mobility
- Ignores subjective social class
- Ignores consumers' aspirations to change class standing
- Ignores the social status of working wives

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For Reflection

- How do you assign people to social classes, or do you at all?
- What consumption cues do you use (e.g., clothing, speech, cars, etc.) to determine social standing?

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Learning Objective 3

- Individuals' desire to make a statement about their social class, or the class to which they hope to belong, influences the products they like and dislike.

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Taste Cultures

- Taste culture differentiates people in terms of their aesthetic and intellectual preferences
- Upper- and upper-middle-class are more likely to visit museums and attend live theater
- Middle-class is more likely to go camping and fishing

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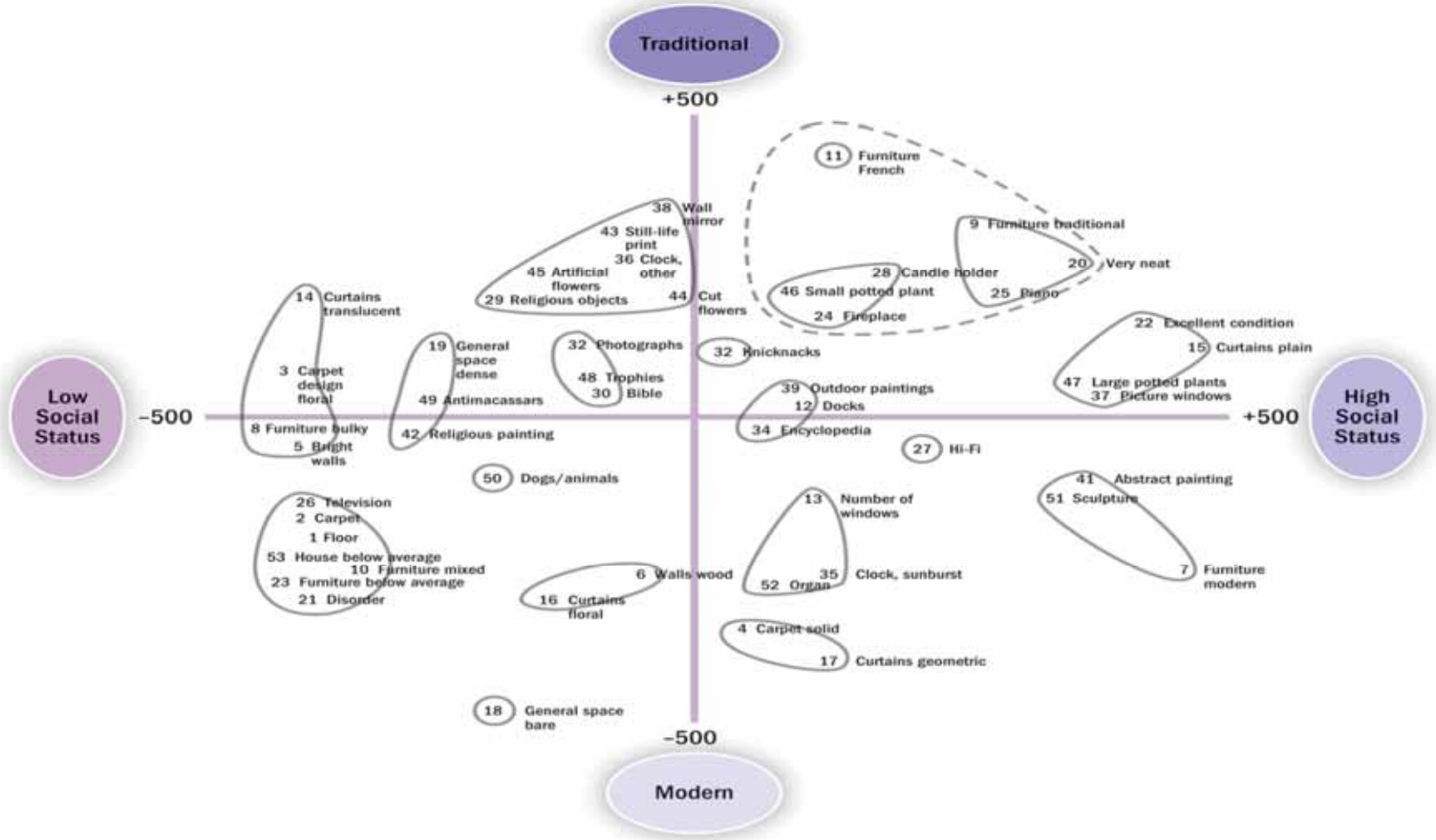
Figure 11.4 Living Room Clusters and Social Class



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Status Symbols

- Does it matter that we have more wealth/fame than others?
- Status-seeking is a motivation to obtain products that will let others know that you have “made it”

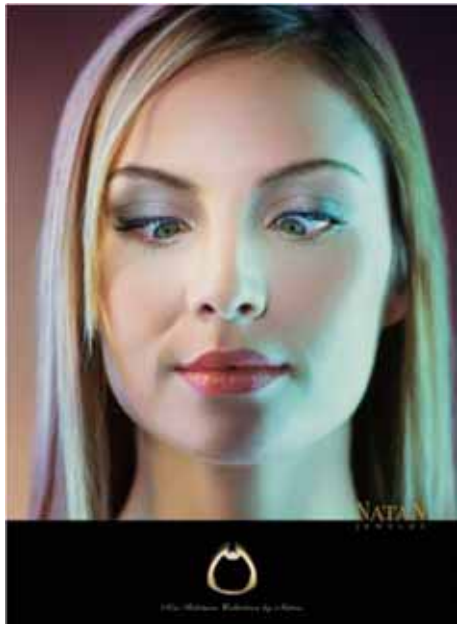

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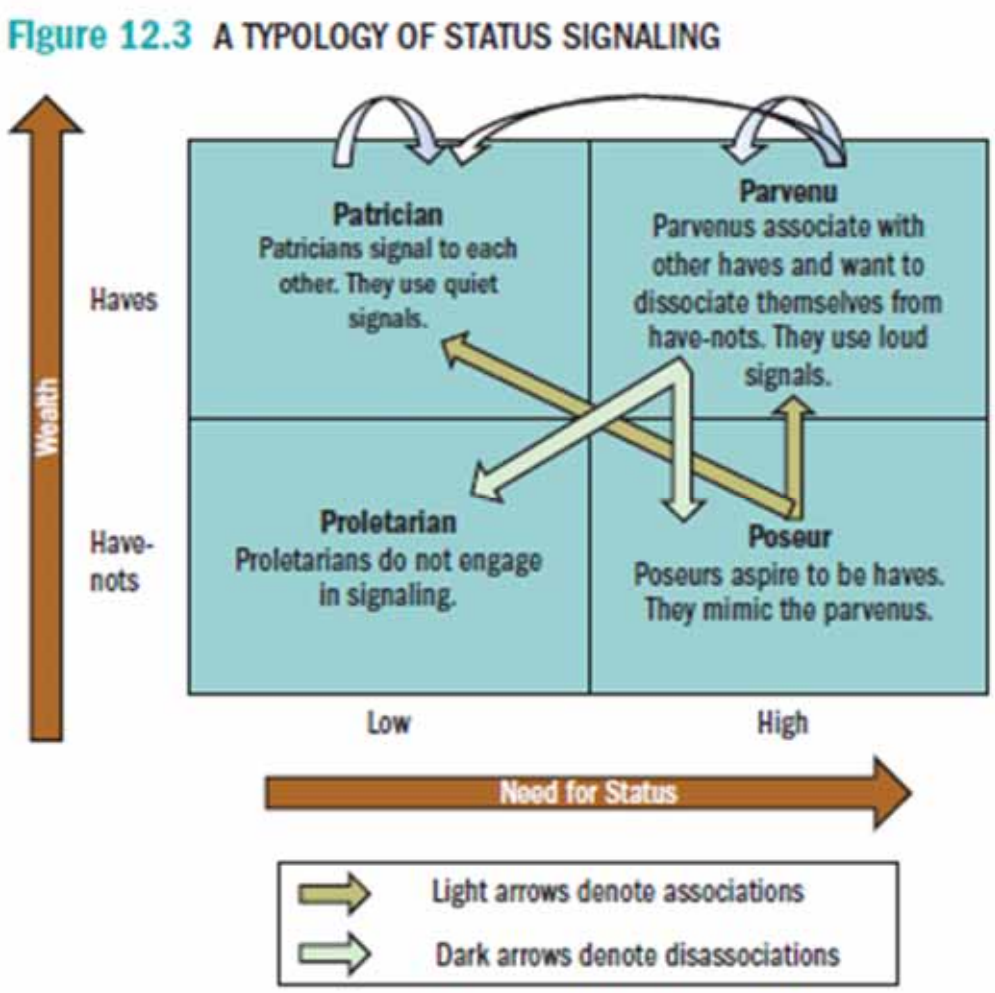
Figure 11.5 A Typology of Status Signaling



Parvenu: Sonradan Görme
Patrician: Aristokrat
Proletarian: Proleter
Poseur: Sahte Tavırlı Kişi

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How Brand Loyal Consumers Deal with Counterfeiting



- Flight
- Reclamation
- Abranding
- Flight means they stop using the brand.
- Reclamation means they try to establish their long-term relationship with the real brand.
- Abrand means they minimize the visibility of their luxury goods so that only those who also have the real thing know that they also have the real thing.

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For Reflection

- Provide examples of quiet versus loud brand signals used among your reference groups. What do these signals say about social class and lifestyle?

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Learning Objective 4

- A lifestyle defines a pattern of consumption that reflects a person's choice of how to spend his or her time and money, and these choices are essential to define consumer identity.

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For Reflection

- Identify a brand that appeals to your lifestyle. Does it appeal specifically to the things you like to do, how you spend your leisure time, or how you spend your money?



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Learning Objective 5

- Identifying patterns of consumption can be more useful than knowing about individual purchases when organizations craft a lifestyle marketing strategy.

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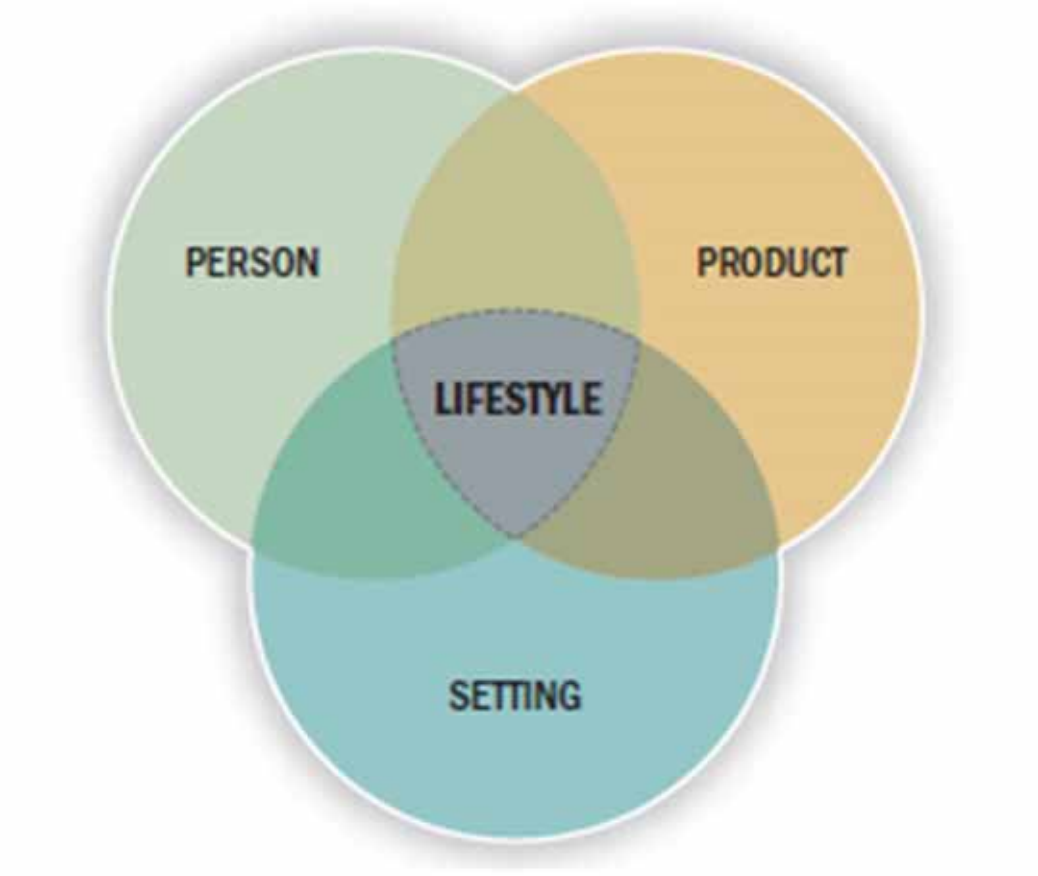
Figure 11.6 Consumption Style



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For Reflection

- Identify products and settings that would be at home in your consumption styles.
- Have marketers identified these consumption styles and used them in advertising?

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Learning Objective 6

- Psychographics go beyond simple demographics to help marketers understand and reach different consumer segments.

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Psychographic Analysis

- Lifestyle profile
- Product-specific profile
- General lifestyle segmentation
- Product-specific segmentation

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AIOs and Lifestyle Dimensions

Activities	Interests	Opinions	Demographics
Work	Family	Themselves	Age
Hobbies	Home	Social issues	Education
Social events	Job	Politics	Income
Vacation	Community	Business	Occupation
Entertainment	Recreation	Economics	Family size
Club membership	Fashion	Education	Dwelling
Community	Food	Products	Geography
Shopping	Media	Future	City size
Sports	Achievements	Culture	Stage in life cycle

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Uses of Psychographic Studies

- Define target market
- Create a new view of market
- Position the product
- Better communicate product attributes
- Develop product strategy
- Market social and political issues

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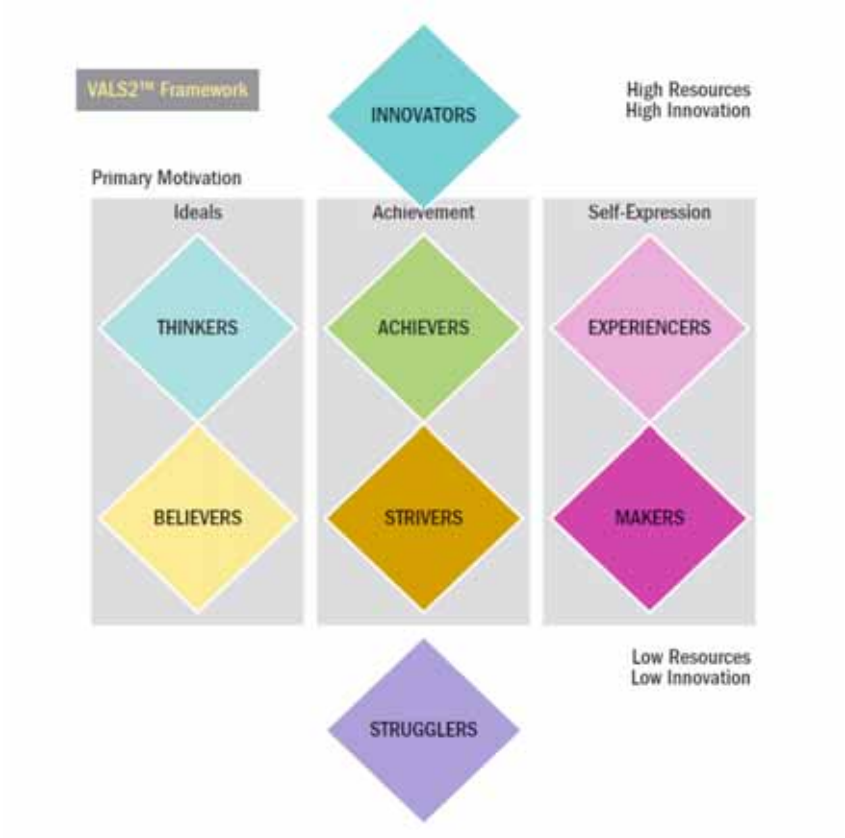
Figure 11.8 VALS2



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For Reflection

- Which VALS category would you guess you are in? Why?
- Do you see possible linkages between brand images and the segments in the VALS system?

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Chapter Summary

- Both personal and social conditions influence how we spend our money.
- We group consumers into social classes that say a lot about where they stand in society.
- A person's desire to make a statement about social class influences the products he likes and dislikes.
- Lifestyle is the key to many marketing strategies.

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