



# BRIEF CONTENTS

Preface to the second edition	xi
Guided Tour	xiv
Acknowledgements	xvi

## **PART 1 INTRODUCTION** 1

1 An introduction to the study of consumer behaviour	2
2 Consumer research	18
3 Market segmentation	38

## **PART 2 THE CONSUMER AS AN INDIVIDUAL** 61

4 Consumer decision-making	62
5 Consumer motivation	97
6 Personality and consumer behaviour	125
7 Consumer perception	158
8 Consumer learning	195
9 Consumer attitude formation and change	232
10 Communication and consumer behaviour	264

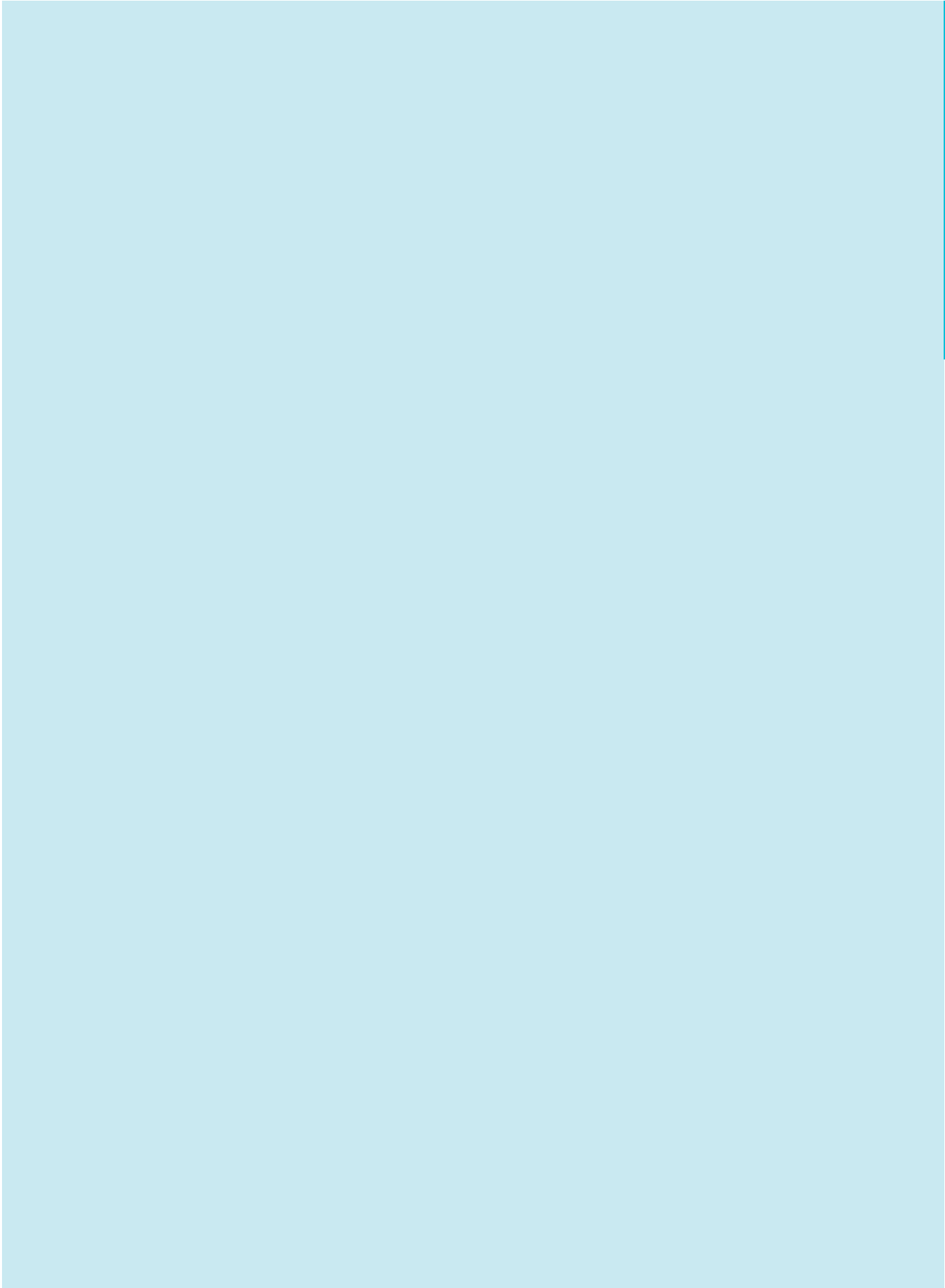
## **PART 3 CONSUMERS IN THEIR SOCIAL AND CULTURAL SETTINGS** 293

11 Reference groups and family influences	294
12 Social class and consumer behaviour	323
13 The influence of culture and subculture on consumer behaviour	341
14 Cross-cultural consumer behaviour: an international perspective	365

## **PART 4 MORE ON THE CONSUMER'S DECISION-MAKING PROCESS** 387

15 Consumer influence and the diffusion of innovations	388
16 Consumer decision-making – again	429

Glossary	432
Index	444





# CONTENTS

Preface to the second edition	xi
Guided Tour	xiv
Acknowledgements	xvi

## **PART 1 INTRODUCTION** 1

---

<b>1 AN INTRODUCTION TO THE STUDY OF CONSUMER BEHAVIOUR</b>	2
Development of the marketing concept and the discipline of consumer behaviour	3
Customer value, satisfaction and retention	7
The impact of digital technologies on marketing strategies	11
Marketing ethics and social responsibility	13
Consumer behaviour and decision-making are interdisciplinary	14
The plan of this book	15
Summary	16
<b>2 CONSUMER RESEARCH</b>	18
Consumer research paradigms	19
The consumer research process	21
Summary	36
<b>3 MARKET SEGMENTATION</b>	38
What is market segmentation?	39
Criteria for effective targeting of segments	40
Bases for segmentation	41
Implementing segmentation strategies	55
Summary	57

## **PART 2 THE CONSUMER AS AN INDIVIDUAL** 61

---

<b>4 CONSUMER DECISION-MAKING</b>	62
What is a decision?	63
Levels of consumer decision-making	64
Models of consumers: four views of consumer decision-making	65
A model of consumer decision-making	68
Consumer gifting behaviour	85
Beyond the decision: consuming and possessing	89
Summary	91

<b>5</b>	<b>CONSUMER MOTIVATION</b>	97
	Motivation as a psychological force	99
	The dynamics of motivation	107
	Types and systems of needs	114
	Motivational research	120
	Summary	121
<b>6</b>	<b>PERSONALITY AND CONSUMER BEHAVIOUR</b>	125
	What is personality?	126
	Theories of personality	127
	Personality and understanding consumer diversity	130
	Brand personality	140
	Self and self-image	147
	Virtual personality or self	151
	Summary	152
<b>7</b>	<b>CONSUMER PERCEPTION</b>	158
	Elements of perception	159
	Dynamics of perception	165
	Consumer imagery	175
	Perceived risk	186
	Ethics and consumer perception	188
	Summary	189
<b>8</b>	<b>CONSUMER LEARNING</b>	195
	The elements of consumer learning	196
	Behavioural learning theories	197
	Cognitive learning theory	211
	Measures of consumer learning	222
	Ethics and consumer learning	226
	Summary	227
<b>9</b>	<b>CONSUMER ATTITUDE FORMATION AND CHANGE</b>	232
	What are attitudes?	233
	Structural models of attitudes	234
	Attitude formation	243
	Strategies of attitude change	245
	Behaviour can precede or follow attitude formation	254
	Summary	258
<b>10</b>	<b>COMMUNICATION AND CONSUMER BEHAVIOUR</b>	264
	Components of communication	265
	The communications process	268
	Designing persuasive communications	277
	Marketing communication and ethics	286
	Summary	288

## **PART 3 CONSUMERS IN THEIR SOCIAL AND CULTURAL SETTINGS** 293

<b>11</b>	<b>REFERENCE GROUPS AND FAMILY INFLUENCES</b>	294
	What is a group?	295
	Understanding the power of reference groups	295

Selected consumer-related reference groups	298
Celebrity and other reference group appeals	301
The family is a concept in flux	306
Socialisation of family members	307
Other functions of the family	309
Family decision-making and consumption-related roles	310
The family life cycle	314
Summary	319
<b>12 SOCIAL CLASS AND CONSUMER BEHAVIOUR</b>	<b>323</b>
What is social class?	324
The measurement of social class	326
Lifestyle profiles of the social classes	330
Social-class mobility	330
The affluent consumer	332
Middle-class consumers	334
The working class and other non-affluent consumers	336
Recognising the 'techno-class'	336
Summary	337
<b>13 THE INFLUENCE OF CULTURE AND SUBCULTURE ON CONSUMER BEHAVIOUR</b>	<b>341</b>
What is culture?	342
The invisible hand of culture	342
Culture satisfies needs	343
Culture is learned	343
Culture is shared	348
Culture is dynamic	348
The measurement of culture	349
What is subculture?	352
Nationality subcultures	353
Religious subcultures	353
Geographic and regional subcultures	353
Age subcultures	354
Sex as a subculture	359
Subcultural interaction	361
Summary	361
<b>14 CROSS-CULTURAL CONSUMER BEHAVIOUR: AN INTERNATIONAL PERSPECTIVE</b>	<b>365</b>
The imperative to be multinational	366
Cross-cultural consumer analysis	369
Alternative multinational strategies: Global versus local	376
Cross-cultural psychographic segmentation	381
Summary	381
<b>PART 4 MORE ON THE CONSUMER'S DECISION-MAKING PROCESS</b>	<b>387</b>
<b>15 CONSUMER INFLUENCE AND THE DIFFUSION OF INNOVATIONS</b>	<b>388</b>
What is opinion leadership?	389
Dynamics of the opinion leadership process	390
The motivation behind opinion leadership	391
Measurement of opinion leadership	393

x CONTENTS

A profile of the opinion leader	395
Frequency and overlap of opinion leadership	396
The situational environment of opinion leadership	398
The interpersonal flow of communication	399
Marketers seek to take control of the opinion leadership process	401
Diffusion of innovations	403
The diffusion process	403
The adoption process	414
A profile of the consumer innovator	416
Summary	422

**16 CONSUMER DECISION-MAKING – AGAIN** 429

Glossary	432
Index	444

## SUPPORTING RESOURCES

Visit [www.pearsoned.co.uk/schiffman](http://www.pearsoned.co.uk/schiffman) to find valuable online resources

- Complete, downloadable Instructor's Manual
- PowerPoint slides that can be downloaded and used for presentations

**Also:** The Companion Website provides the following features:

- Search tool to help locate specific items of content
- E-mail results and profile tools to send results of quizzes to instructors
- Online help and support to assist with website usage and troubleshooting

For more information please contact your local Pearson Education sales representative or visit [www.pearsoned.co.uk/schiffman](http://www.pearsoned.co.uk/schiffman)