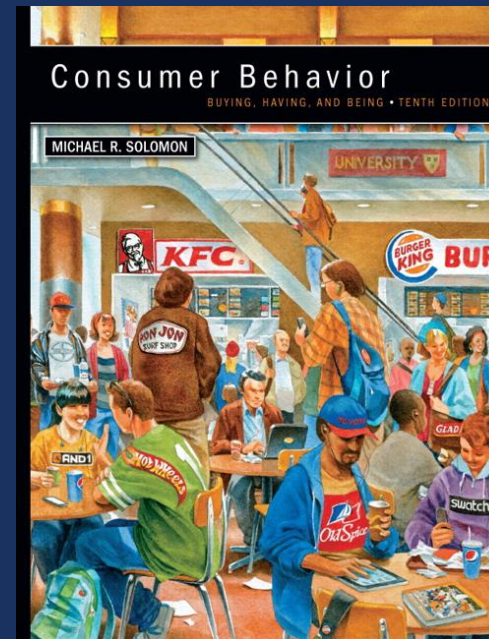


# CHAPTER I

## BUYING, HAVING, BEING

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



# CHAPTER OBJECTIVES

When you finish this chapter, you should understand why:

- Consumer behavior is a process.
- Marketers need to understand the wants and needs of different consumer segments.
- Our choices as consumers relate in a powerful way to the rest of our lives.
- Our motivations to consume are complex and varied.
- Technology and culture create a new “always on” consumer.
- Many different types of specialist's study consumer behavior.
- There are differing perspectives regarding how and what we should understand about consumer behavior.

# THIS IS SALLY...

- Consumers use products to help them define their identities in different situations
  - Marketers need to be able to understand consumer behavior and categorize them into useful segments



# ALL ABOUT SALLY

- Asian American
- Student at USF
- Studying Sociology
- Plays in a rock band
- Still living at home
- Shops at Macys, H&M, and Forever 21
- Gets her information from FB, Friends, her phone, and Fashionista web sites
- Totally into flash sales and is spending way too much on impulse purchases
- Sally goes to the gym 3 times a week
- Is out at the clubs on Friday and Saturday night
- Takes her grandma to church on Sundays
- Tutors kids in reading at the local elementary school
- Recently downloaded Tinder
- Will only order on Amazon Prime
- Decided to eat vegan
- Takes her a long time to make a decision
- Needs to touch everything to understand quality
- Friends influence her on most of her purchases
- Low self esteem when it comes to her height
- Learns and research online before purchase



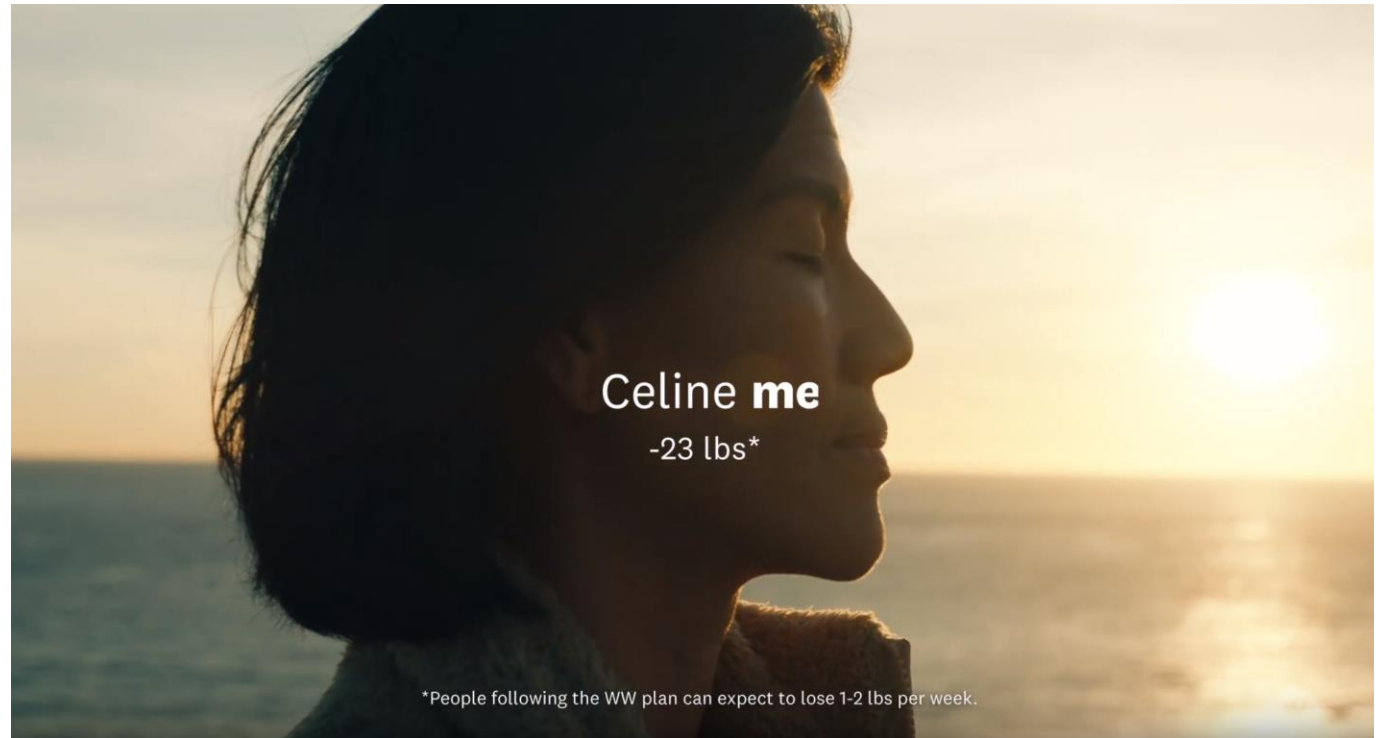
AT A MINIMUM...  
WHAT DO MARKETERS NEED TO KNOW ABOUT SALLY?

- Demographics (e.g. age, gender, income, occupation)
- Psychographics (lifestyle and personality)
- Community heavily influences us
- Cultural values & beliefs about the way the world should be structured




# WEIGHT WATCHERS TARGET AUDIENCE

- <https://www.youtube.com/watch?v=mQVtf3SJLpI>







stitchfix

Follow

...

3,132 posts745k followers580 following

Stitch Fix  
Personal Styling for Everybody Guys: @stitchfixmen Kiddos: @stitchfixkids UK: @stitchfixuk  
stitchfix.com/stylegallery

Keep Surv...

Katie Stormo

FWD

StitchFixM...

Red Carpet






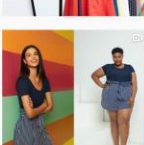

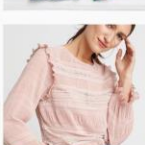













Unboos...


Your Style

POSTS

IGTV

TAGGED





underarmour

Follow

...

3,018 posts7.7m followers424 following

Under Armour  
EST 1996. BHAORE. #WEWILL #UARUSH  
undarmco/2MMeqUo

RUSH SEAS...

NBA AB...


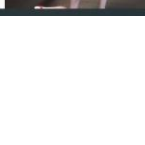



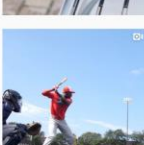

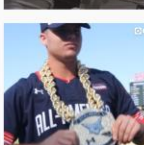



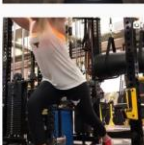

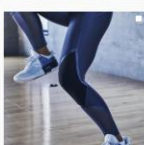







#UAARe...

CHALLENGE

POSTS

IGTV

TAGGED





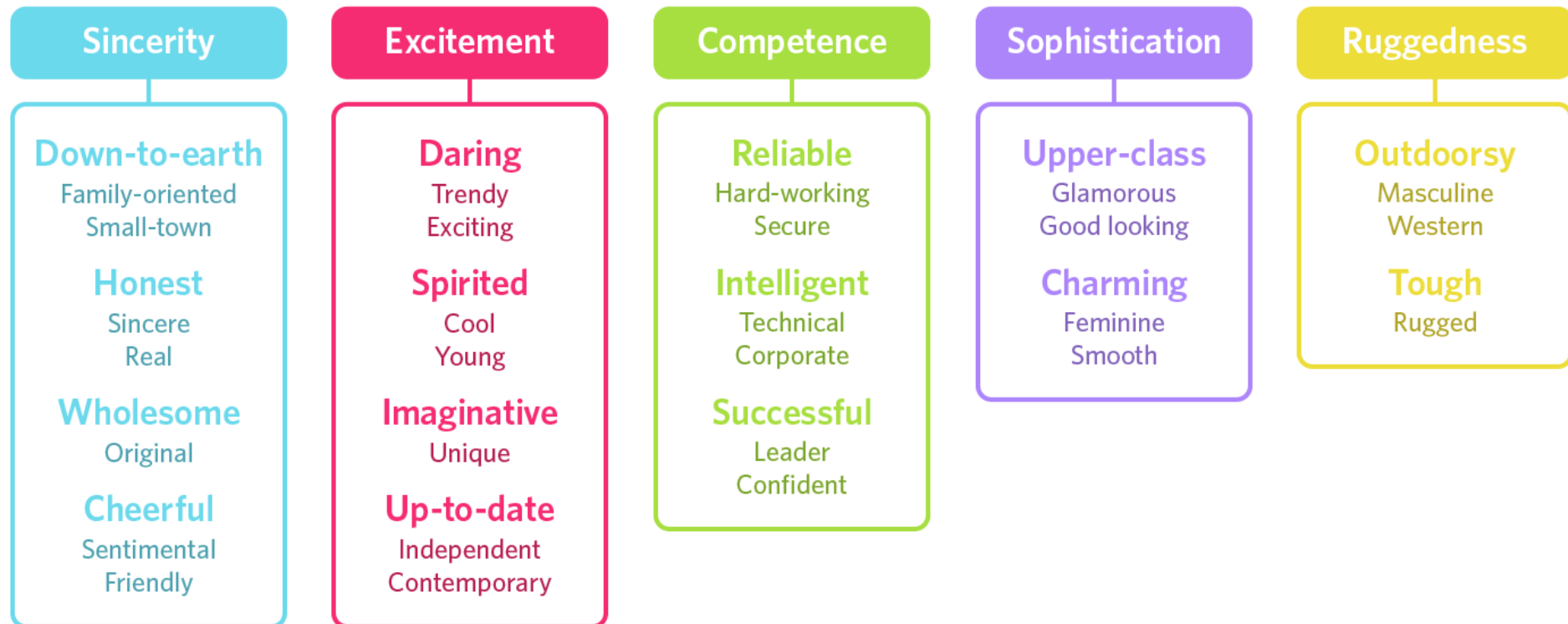
# BRANDS HAVE PERSONALITIES, JUST LIKE CONSUMERS

- Brands often have clearly defined images or “personalities” created by:
  - product advertising
  - packaging
  - branding
  - other marketing strategies focusing unique position
- Magically rub off on consumers



# BRAND PERSONALITY FRAMEWORK

## 5 Dimensions of Brand Personality



## 5 Dimensions of Brand Personality

### Sincerity

Down-to-earth  
Family-oriented  
Small-town  
**Honest**  
Sincere  
Real  
**Wholesome**  
Original  
**Cheerful**  
Sentimental  
Friendly

### Excitement

**Daring**  
Trendy  
Exciting  
**Spirited**  
Cool  
Young  
**Imaginative**  
Unique  
**Up-to-date**  
Independent  
Contemporary

### Competence

**Reliable**  
Hard-working  
Secure  
**Intelligent**  
Technical  
Corporate  
**Successful**  
Leader  
Confident

### Sophistication

**Upper-class**  
Glamorous  
Good looking  
**Charming**  
Feminine  
Smooth

### Ruggedness

**Outdoorsy**  
Masculine  
Western  
**Tough**  
Rugged

"THERE'S NO WRONG WAY TO BE A

woman"

<https://www.youtube.com/watch?v=hOVkEHADCg4>



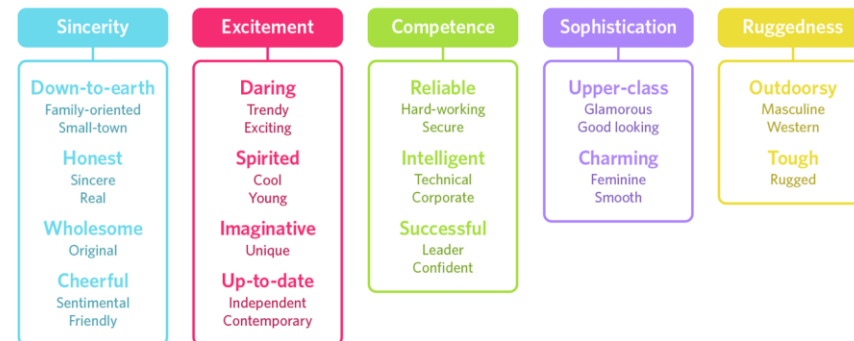


WITH EVERY PRODUCT YOU PURCHASE, TOMS WILL HELP A PERSON IN NEED.  
**ONE FOR ONE®**



# TOMS SHOES

## 5 Dimensions of Brand Personality





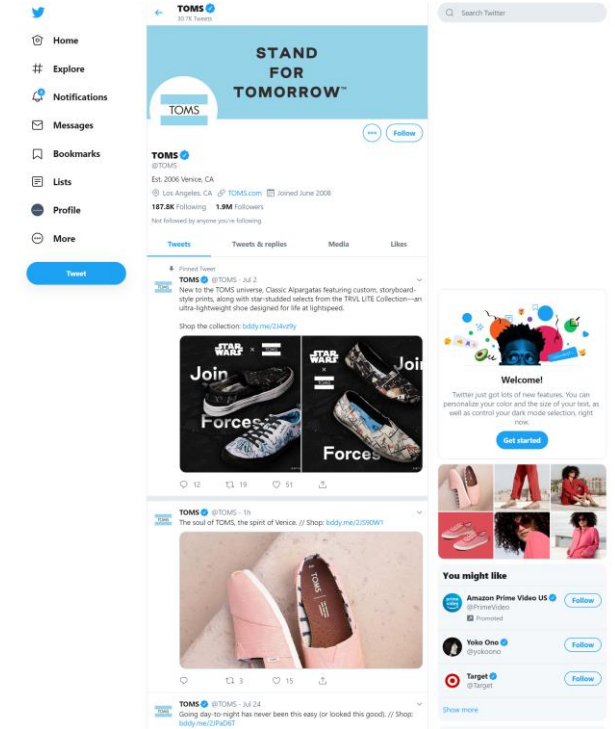
## TOMS Stories

Shop TOMS.com

### ME:WE

Claire Salvo on finding solidarity through art

5 Minute Read



# PROJECT A CONSISTENT BRAND PERSONALITY



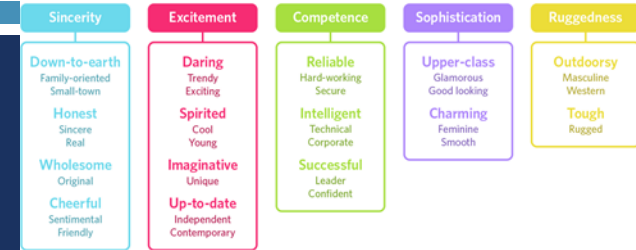
# DESCRIBE YOUR PERSONALITY IN FOUR WORDS

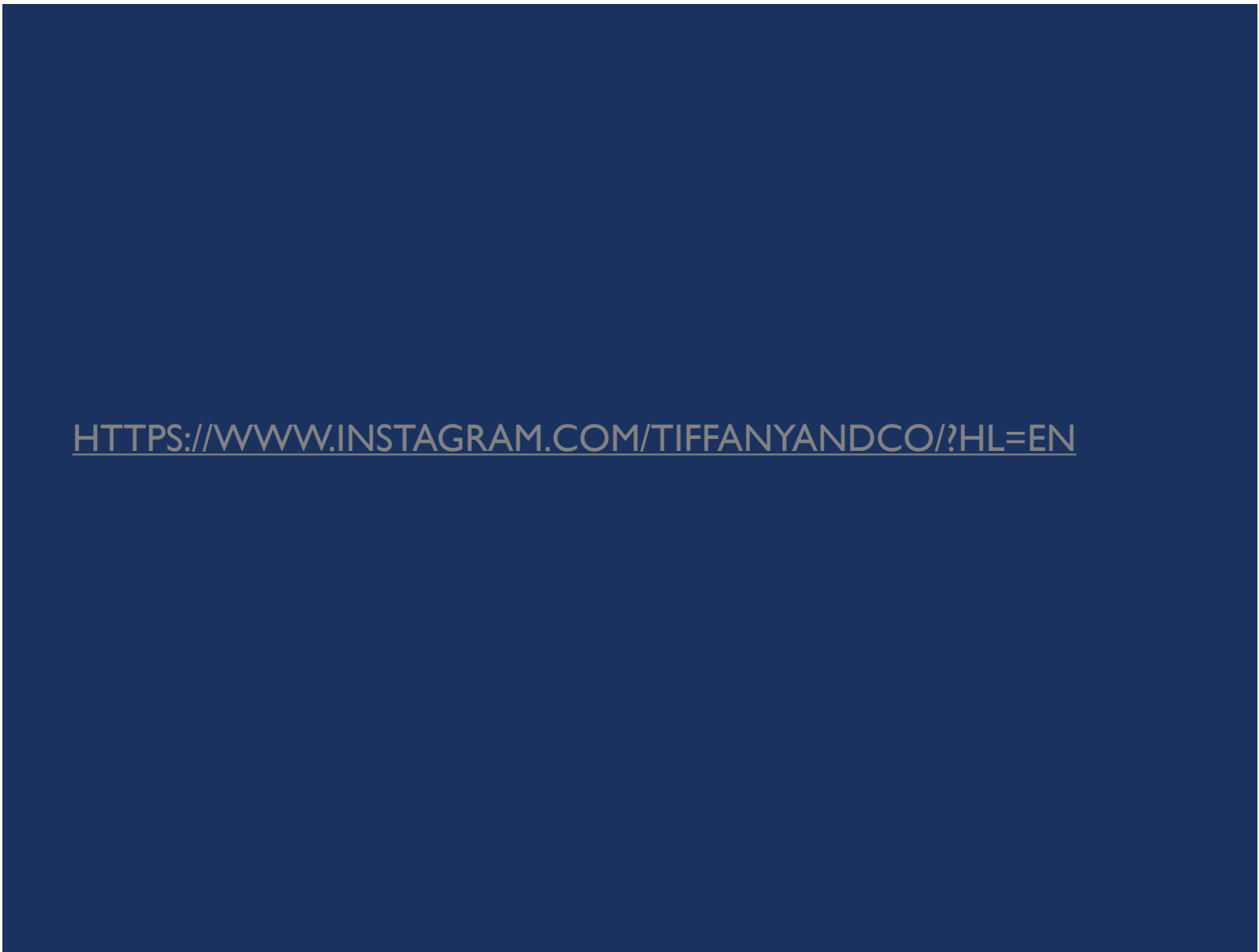
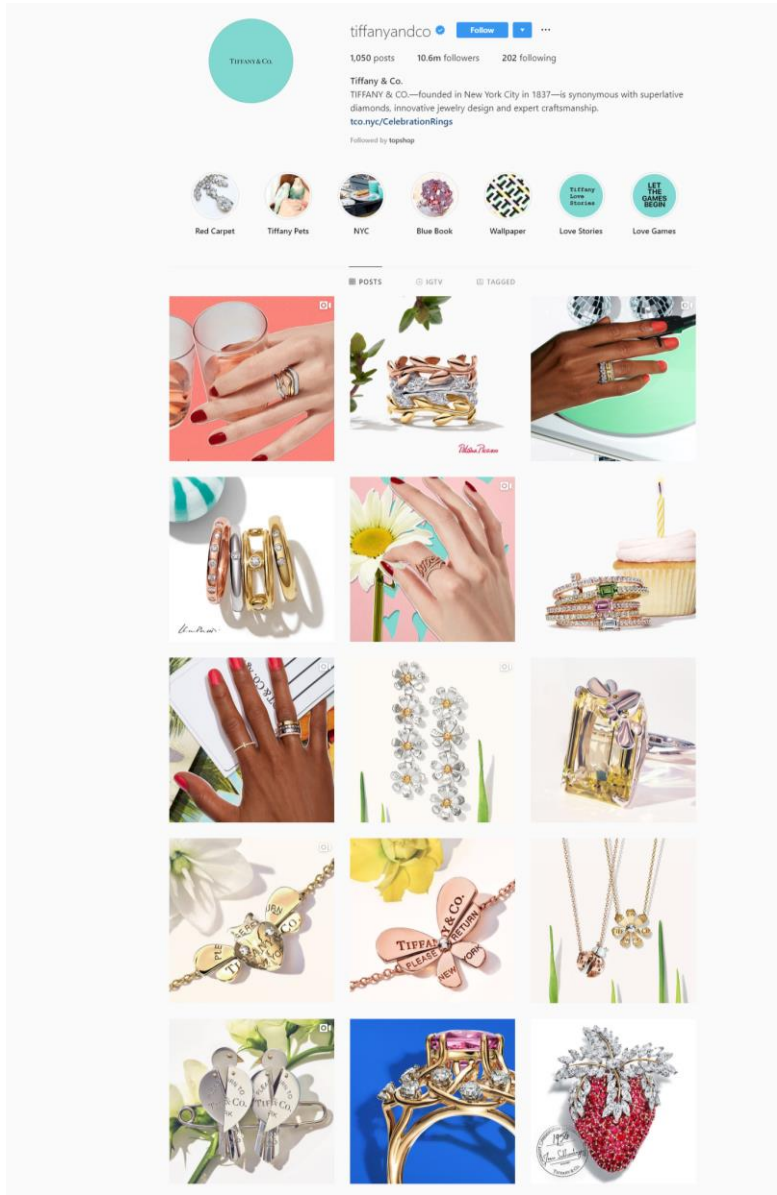
Depending on the product or service, advertisers (brand) need to know the personality of their target market... and they do.



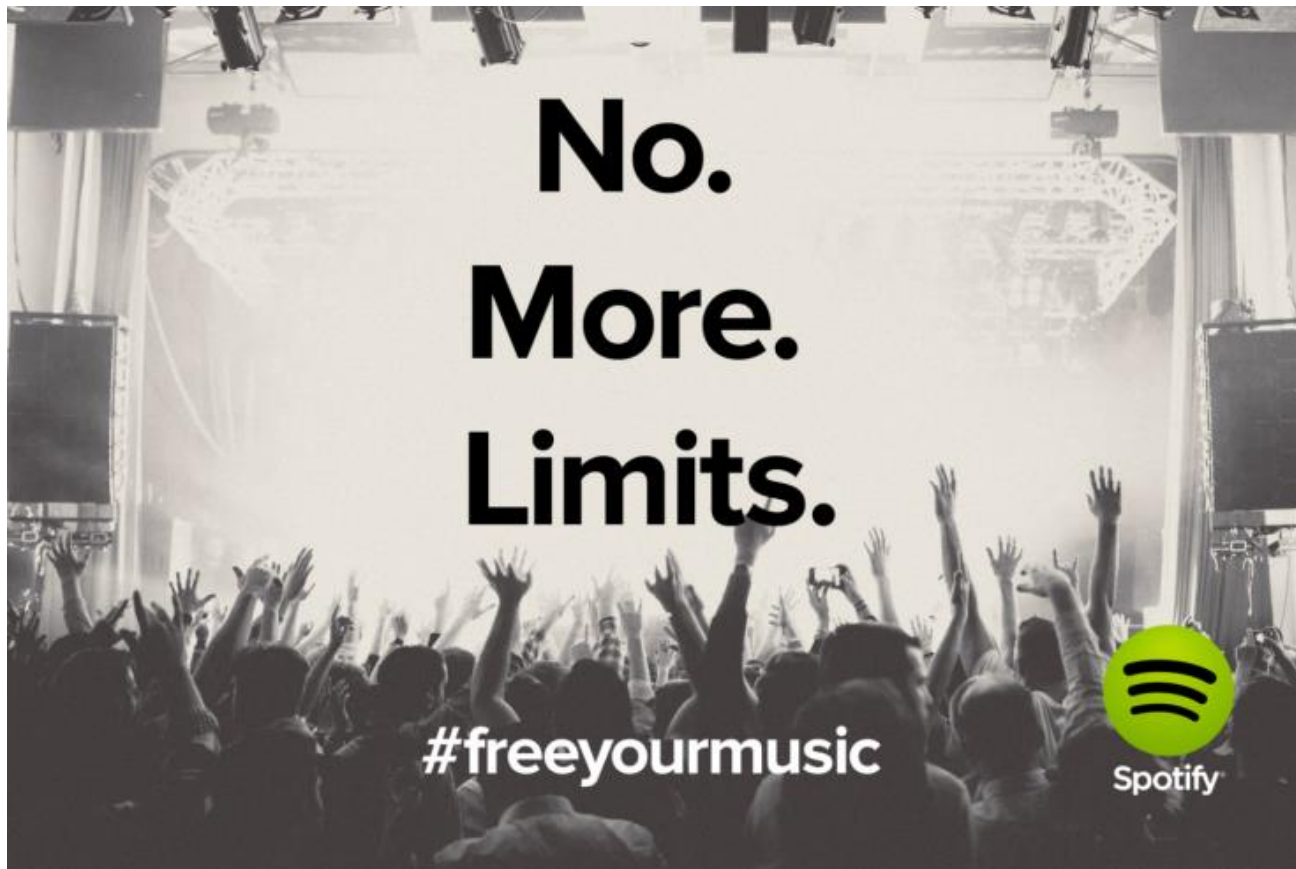
## 5 Dimensions of Brand Personality

# TIFFANY

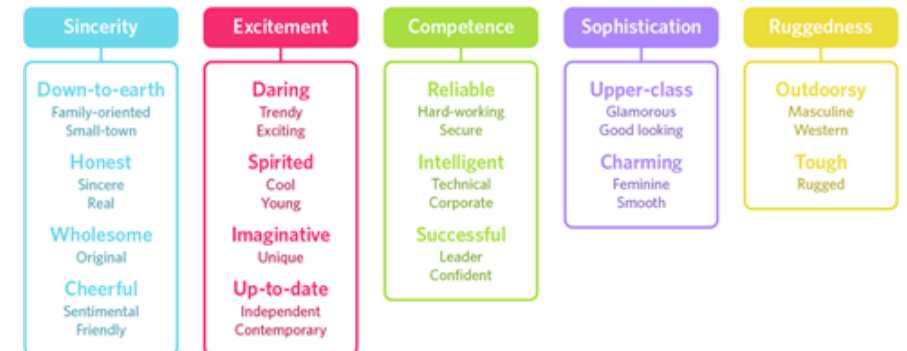




# SPOTIFY



## 5 Dimensions of Brand Personality



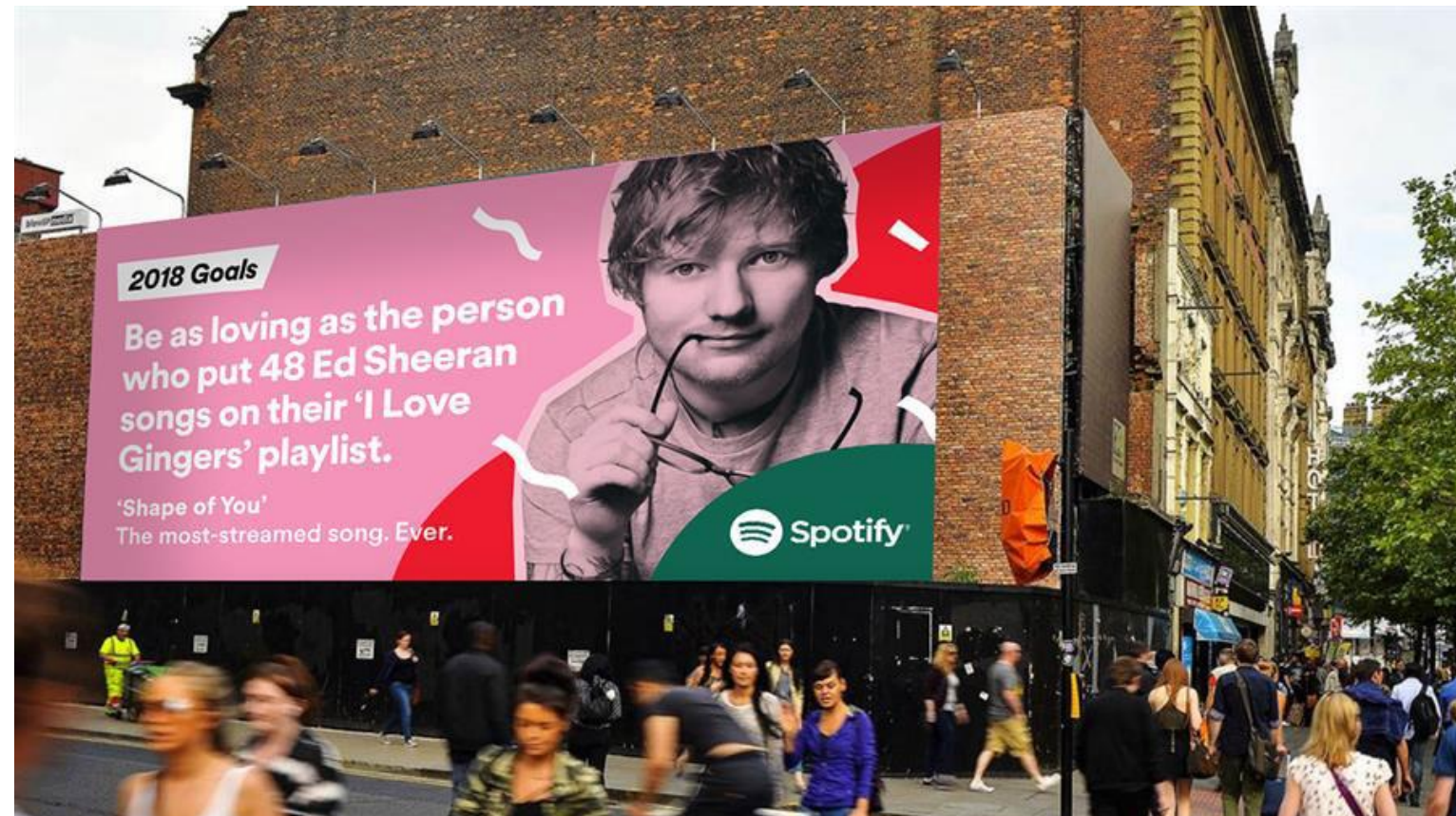


# 2018 CAMPAIGN

## 5 Dimensions of Brand Personality



Brand personalities can evolve





# STITCH FIX

STITCH FIX

Women

Men

Kids

Style Guide

FAQ

Gift Cards

ACCOUNT ▾



MARILYN

STYLE PROFILE

MY ITEMS

REFER

## What's In A Fix



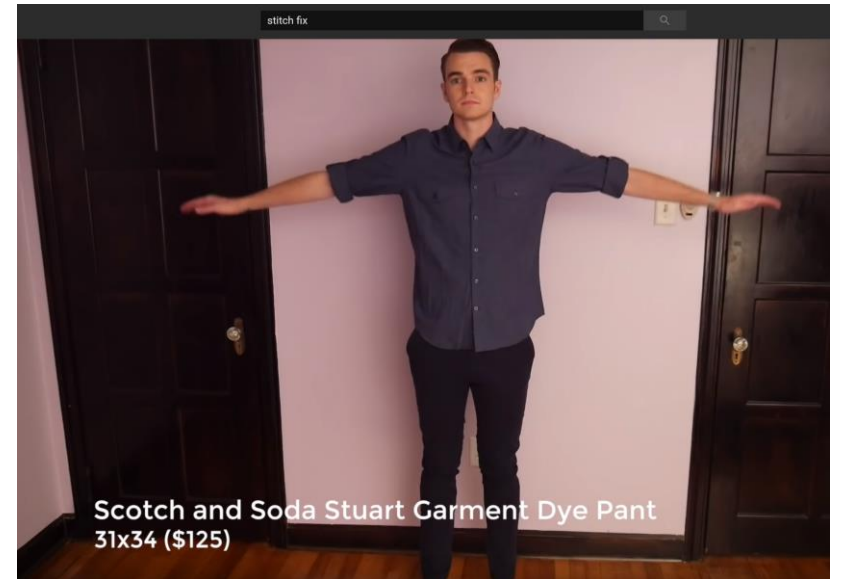
A collection of men's clothing hand-selected to your preferences.



A note from your Stylist with expert advice for pairing items with styles you already own.



A prepaid return envelope, shipping is always free.



■ <https://www.youtube.com/watch?v=6pEXteXuuIE>

## Evolution of brand identity --

It is more than a company's logo, typeface and tagline.



It's about playing to and evoke an emotion whenever consumer sees your brand



## Objective - Make your brand likeable

Reward = brand loyalty

- A bond between product and consumer that is difficult for competitors to break.

BRAND  
PERSONALITY IS  
AN EVOLUTION....

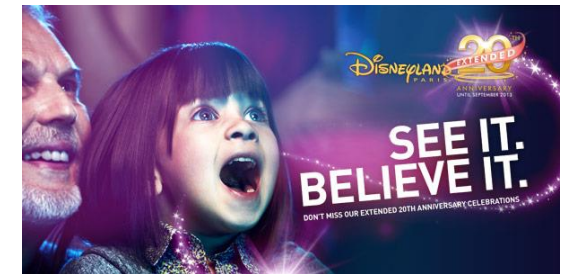


Reward Yourself.

For more information, call (800) 237-6557.



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#### 5 Dimensions of Brand Personality

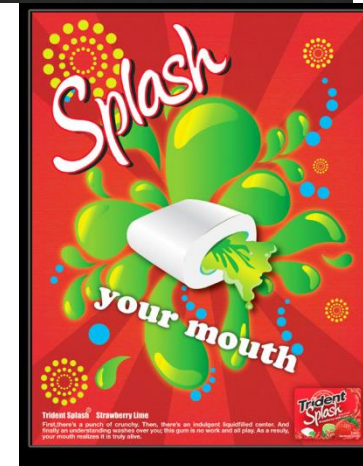
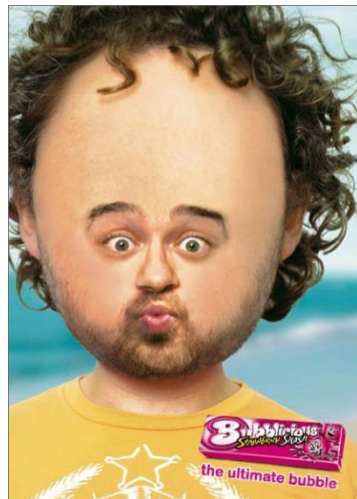
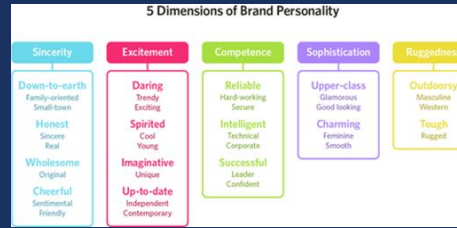


## GUM – SAME 5 INGREDIENTS

- Aspartame. The popular artificial sweetener aspartame
- BHT (Butylated Hydroxytoluene)
- Calcium Casein Peptide (Calcium Phosphate)
- Acesulfame K (Acesulfame Potassium)
- Titanium Dioxide.



# PERSONALITY OF GUM...







# WHAT IS THE BRAND PERSONALITY OF DOVE?



# HEINEKEN BEER

- There's a slang term that could sum up Heineken drinkers: **posers**. These self-assured people believe they are exceptional, get low scores on modesty and high scores on self-esteem.
- They love their brand badges—a role the distinctive green glass bottle may play—and in fact, this group is attracted to luxury products in general.
- They are also energetic and dynamic and enjoy being both the center of attention and in the middle of the action.
- People who choose Heineken as their favorite beer are 58% more likely to have American Express cards, 45% more likely to be early adopters of new mobile phones, and 29% more likely to drive sports cars.



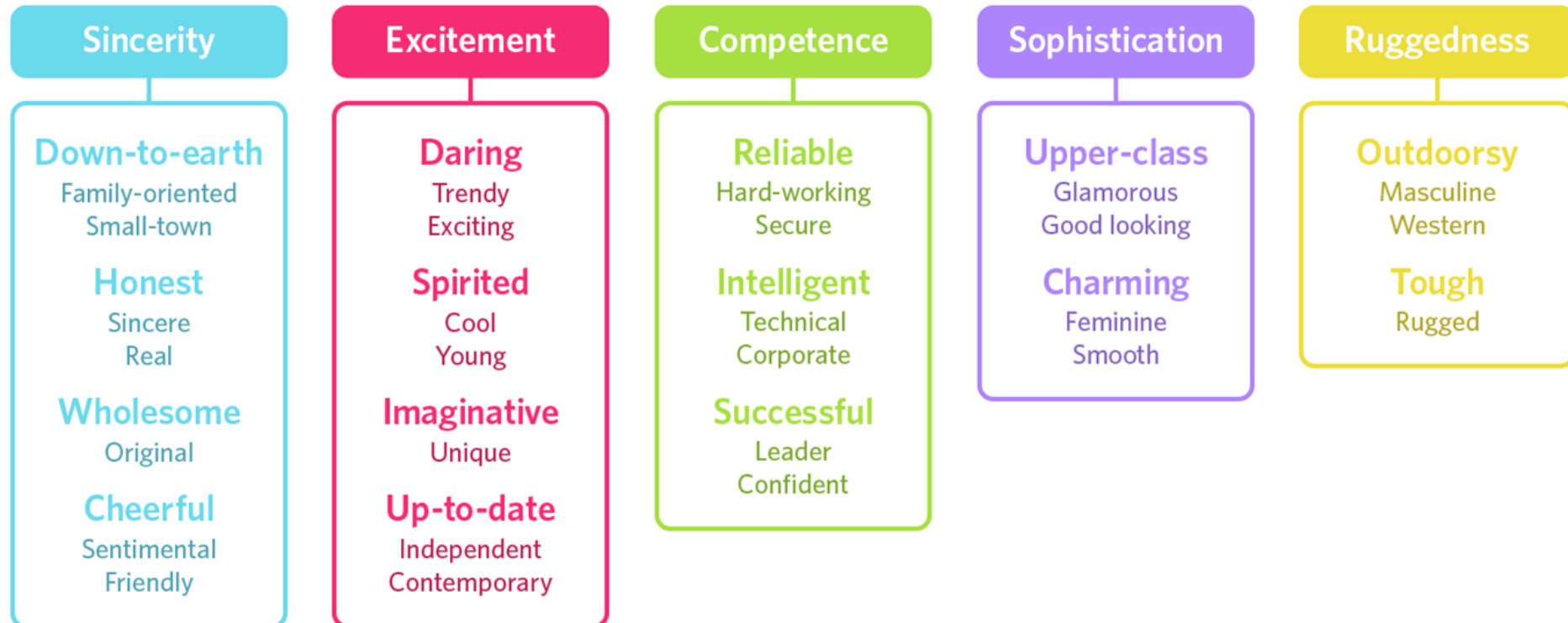
## CHANGING A BRAND IMAGE...



'WORLDS APART'

TURN TO THE PERSON NEXT TO YOU AND DESCRIBE **YOURSELF**  
AS A STUDENT.

### 5 Dimensions of Brand Personality



What is the brand personality of your classmate?



# BACKPACKS

## 5 Dimensions of Brand Personality

Sincerity	Excitement	Competence	Sophistication	Ruggedness
<b>Down-to-earth</b> Family-oriented Small-town <b>Honest</b> Sincere Real <b>Wholesome</b> Original <b>Cheerful</b> Sentimental Friendly	<b>Daring</b> Trendy Exciting <b>Spirited</b> Cool Young <b>Imaginative</b> Unique <b>Up-to-date</b> Independent Contemporary	<b>Reliable</b> Hard-working Secure <b>Intelligent</b> Technical Corporate <b>Successful</b> Leader Confident	<b>Upper-class</b> Glamorous Good looking <b>Charming</b> Feminine Smooth	<b>Outdoorsy</b> Masculine Western <b>Tough</b> Rugged





# 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.



# CONSUMER BEHAVIOR



—————→ SELECT



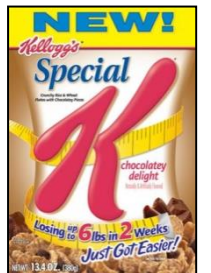
—————→ PURCHASE



USE  
—————→



—————→  
SATISFY WANTS  
AND NEEDS



↓  
DISPOSE

# MULTI-DISCIPLINARY STUDY

Through the application of sociology, psychology and demographics, marketers can begin to understand why consumers form attitudes and make decisions to purchase.



Inform marketers, advertisers and public agencies how product and service selection is influenced by personality, perception, values and beliefs.



Focuses on two things:

- how marketers influence consumers
- how consumers use the products and services marketers sell



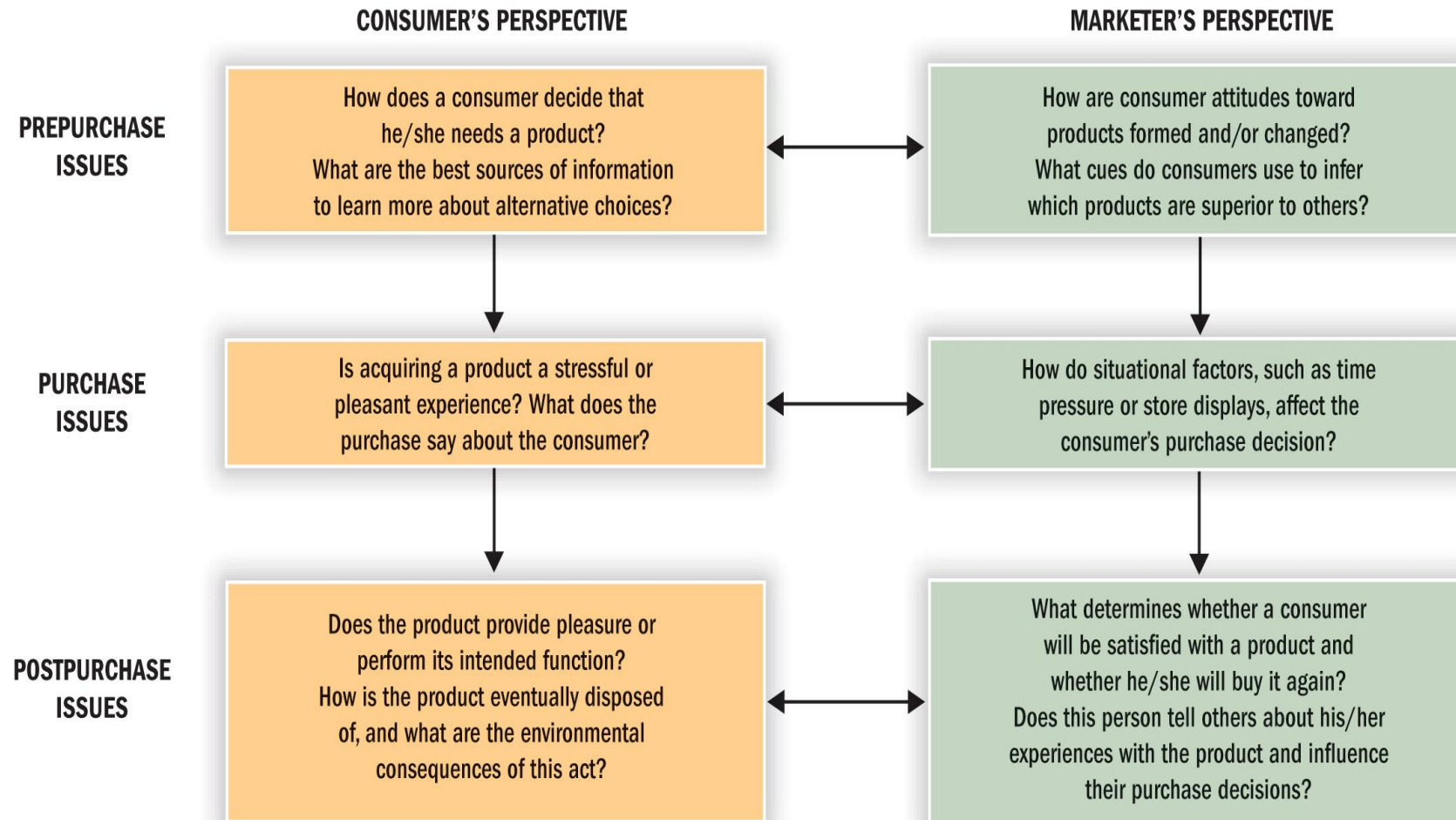
## LEARNING OBJECTIVE 2: CONSUMER BEHAVIOR IS AN ONGOING PROCESS

- Ongoing process that examines not merely what happens at the moment a consumer hands over money or a credit card and in turn receives the good or service. (Buyer behavior)
- Recognizes **that the entire consumption process** is relevant for marketers.
- Expanded view of consumer behavior now includes:
  - before
  - during
  - after a purchase



# FIGURE 1.1

## STAGES IN THE CONSUMPTION PROCESS



# CONSUMER BEHAVIOR INVOLVES DIFFERENT ACTORS...



**Consumer** – person who identifies a need or desire, makes a purchase, and then disposes of the product during the three stages in the consumption process



**Purchaser and user** – might not be the same person



**Influencer** – person who provides recommendations for or against certain products without buying or using them



# WHY IS UNDERSTANDING CONSUMER BEHAVIOR IMPORTANT FOR MARKETING MANAGERS?

- Marketers can only satisfy consumer needs **IF** they understand the people using the products that they sell
  - Consumer response is the ultimate test if marketing strategy is working
- Data about consumers help organizations define the market
  - identify threats to and opportunities
  - help ensure a product continues to appeal to its core market.





# LEARNING OBJECTIVE 3: CUSTOMERS ARE VERY DIFFERENT – HOW WE DIVIDE THEM UP...

- Society is evolving from mass culture to diverse one
  - Makes it more important to identify diverse market segments and develop specialized messages and products
  - We now have the channels and media to do so
  - *Marketers need to understand the wants and needs of different **consumer segments**.*



# PROCESS OF MARKET SEGMENTATION

- Identifies groups of consumers who are similar to one another in one or more ways and then devises strategies that appeal to one or more groups
- Customers have common needs and respond similarly to a marketing action.







## IDENTIFY MARKET SEGMENTS...

- Companies can define market segments by identifying their most **loyal**, core customers or **heavy users**.
- Marketers use the **80/20 rule** as a rule of thumb, where 20% of users account for 80% of sales.



# STARBUCKS VS. DUNKIN' DONUTS SEGMENT

## Starbucks



- 25 million visitors each week.
- Average customers are:
  - Male/Female
  - Middle to upper class
  - Business associates, management jobs
  - College students (22+ - 50)
- Income greater than \$50,000
- Target consider themselves tech and computer savvy
  - Focus on social media for advertising
- Stores located in big city/shopping malls where middle/upper class reside

## Dunkin' Donuts

- 37 million visitors each week
- Average customers are:
  - Men
  - 50+ years of age
  - Dunkin' Donuts positions itself as the coffee spot for the "average Joe:
- Income less \$20,000
- Need breakfast and a caffeine hit
- On their way to blue collar jobs work rather than Wi-Fi and a sunny place to sit for hours.



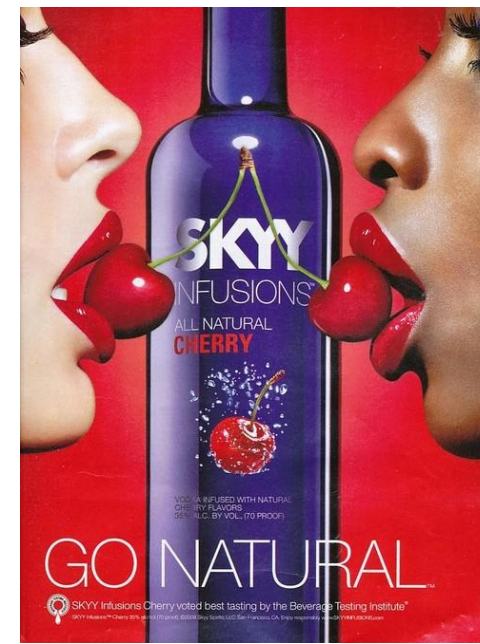


# SEGMENTING CONSUMERS: DEMOGRAPHICS

**Demographics are statistics that measure observable aspects of a population.**

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









# The Cleanest Vodka



**ABOUT CROP  
ORGANIC VODKA**

**WHY ORGANIC?**

**BAR CHEF'S  
CORNER**

**REVIEWS**

**WHERE TO HAVE  
A CROP COCKTAIL**

**FOR DISTRIBUTORS**

**JOIN OUR  
MAILING LIST**

**CONTACT US**



**CROP**  
HARVEST EARTH™

Starting with the purely finest ingredients available, our Crop Harvest Earth Vodkas are USDA certified organic, artisanal vodkas produced from grain grown on America's plains. Crop organic grain is harvested from fertile, healthy soil free of artificial fertilizers, pesticides and chemicals, and Crop Vodkas are distilled so efficiently that no carbon treatment or charcoal filtering is required.

Crop 80 Proof Organic Artisanal Vodka has a refreshingly crisp, clean, pure taste. Our Crop Organic Cucumber Vodka captures the essence of freshly sliced cucumbers while our Organic Tomato Vodka perfectly conveys the flavor of a vine-ripened tomato. Talented Bar Chefs are using our unique Crop Vodka to create exciting, innovative new recipes. We hope you enjoy our Crop Organic Vodkas neat and in cocktails.



# Skinnygirl

## Pretty ON THE PATIO



## < JUICY FRUITY COCKTAILS

CILANTRO AND LIME >  
CRAB SALAD ON AVOCADO



## < LITTLE TOUCHES GO A LONG WAY



Find Skinnygirl's complete entertaining guide at [fb.com/SkinnygirlCocktails](#)

*Drink like a Lady.*

A Lady Always Drinks Responsibly. ©2012 Skinnygirl Cocktails, Inc. All Products: Protein 0g, Fat 0g, Vitamins with Natural Flavors (per 1.5 oz.): Calories 75.0, Carbs 15g, Cocktails (per 1.5 oz.): Calories 55.5, Carbs 10g, Sugars (per 1.5 oz.): Calories 132, Carbs 22g, Wt. (per 1.5 oz.): Calories 100, Carbs 20g. Skinnygirl is a registered trademark of Skinnygirl, Inc.

# TARGET SEGMENT



## BACK IN BLACK

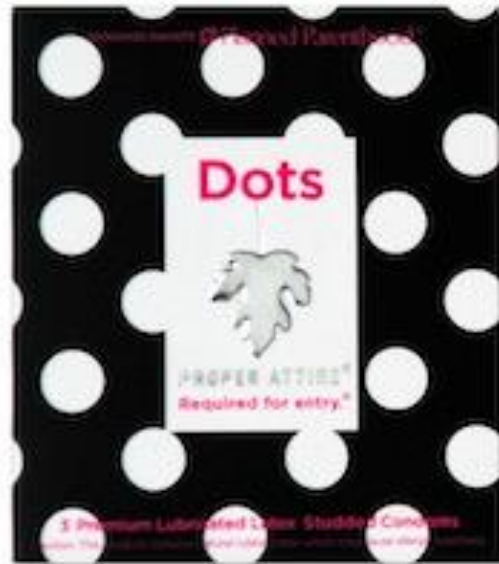
Check out the Back in Black video at [blackcard.com](http://blackcard.com)



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# WHAT ARE THESE? WHO IS THE TARGET?



Demographic profile of the Target:

- Gender
- Age
- Income
- Family structure
- Race/Ethnicity
- Geography

# MARKETERS ARE LISTENING TO THEIR CUSTOMERS..

1. Marketers carefully define customer segments by...
  - Pay attention to their customer (data collection & analysis)
  - Realize.. key to success = building relationships (that last a lifetime)
    - Relationship Marketing – interacting with customers regularly giving them reasons to bond with the company
2. Database marketing – tracking buying habits and creating products and messages tailored to their wants and needs
  - Information they give





# MARKETERS PLAY A SIGNIFICANT ROLE IN OUR VIEW OF THE WORLD AND HOW WE LIVE IN IT.

- Define Pop culture = music, movies, sports, books, celebrities, and other forms of entertainment consumed by the mass market
- Marketers influence:
  - Food we eat
  - Movies we see
  - Clothes we wear
  - Colors we prefer (clothes, decorating, cars)
  - Physical features (what is attractive, ugly)



# ROLE THEORY



- **Role theory** is a perspective in sociology and in social psychology that considers most of everyday activity to be the acting out of socially defined categories (e.g., mother, manager, teacher, student, son, daughter).
- Each role is a set of rights, duties, expectations, norms and behaviors that a person has to face and fulfill.
- The model is based on the observation that people behave in a predictable way, and that an individual's behavior is context specific, based on social position and other factors.
- The theatre is a metaphor often used to describe role theory.

# ROLE THEORY



- **Role theory** - Consumer behavior resembles actors in a play.
  - Consumers have roles and alter purchase decisions depending upon the role being played
  - Seek the props, costumes, and items necessary to put on a good performance.
- People buy products not for what they **do**, but for what they **mean**.
  - Choose brands that have an image with our underlying needs.

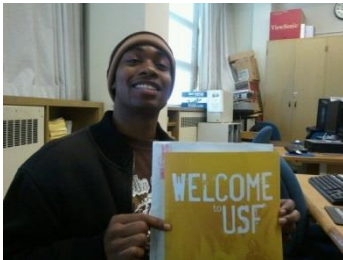
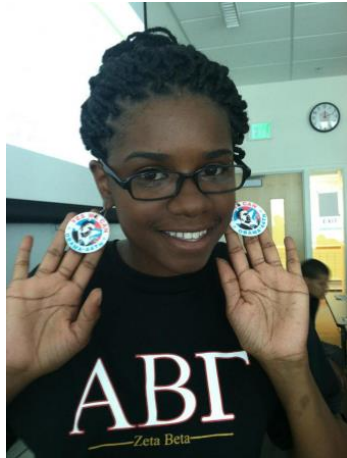
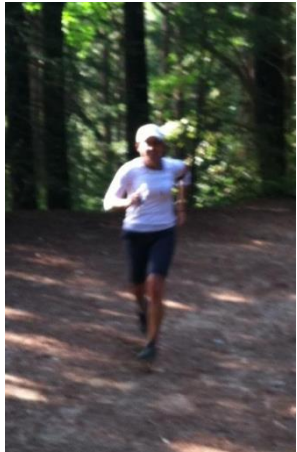
## TAKE 5: CONSUMERS AS ROLE PLAYERS...

Think of the many different roles you play in your life – write them down...

- Consumers need different products to help them play their various parts
- How consumers evaluate products and services in one role, may be different in another role.
  - Marketers help provide us with “props” we play in our different roles.











L3



L3



# WHATEVER YOUR ROLE, MARKETERS TRY VERY HARD TO BUILD RELATIONSHIPS WITH CONSUMER

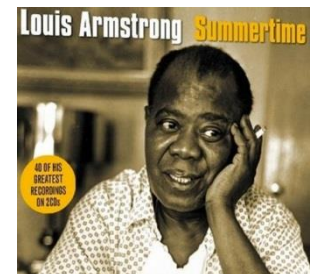
*WE HAVE VARIOUS RELATIONSHIPS WITH A BRAND OVER TIME*

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



# FOR REFLECTION – NAME THE PRODUCTS YOU HAVE THE FOLLOWING RELATIONSHIPS WITH...

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

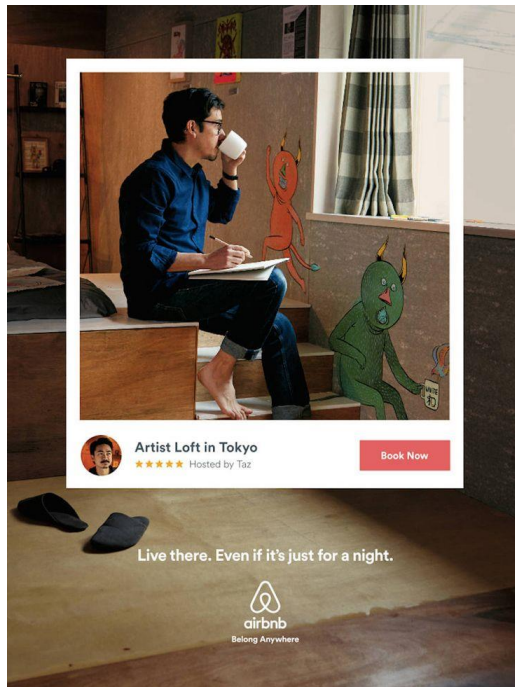




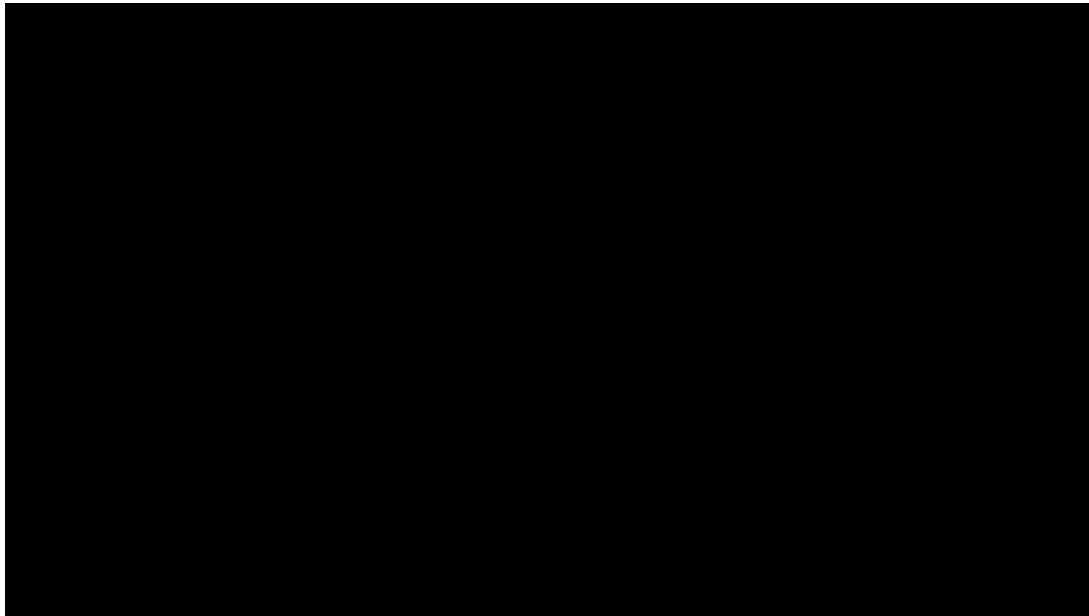


## QUICK REVIEW....

- Personality of the brand
  - Sincerity
  - Excitement
  - Competence
  - Sophistication
  - Ruggedness
- Role of the user
- Consumer Brand Relationship
  - Self concept
  - Nostalgic
  - Interdependence
  - Love
- Target Demographics (gender, age, income)
- Target Psychographics (lifestyle, attitude, behavior)
- Stages in the Consumption Process (consumer)
  - Prepurchase Issues
  - Purchase Issues
  - Post Purchase Issues



# SANDALS



- Personality of the brand
  - Sincerity
  - Excitement
  - Competence
  - Sophistication
  - Ruggedness
- Role of the user
- Consumer Brand Relationship
  - Self concept
  - Nostalgic
  - Interdependence
  - Love
- Target Demographics (gender, age, income)
- Target Psychographics (lifestyle, attitude, behavior)
- Stages in the Consumption Process (consumer)
  - Prepurchase Issues
  - Purchase Issues
  - Post Purchase Issues

# LEARNING OBJECTIVE 4: ACCESS TO THE INTERNET IS INCREDIBLY INFLUENTIAL FOR CONSUMER BEHAVIOR.

## ■ The Web is changing consumer behavior.



Changes...

1. Who you interact with
2. Information you find
3. Choices you see as available
4. Time & energy you spend making a decision
5. Barrier of location.

The **digital revolution** is one of the most significant influences on consumer behavior.

# THE DIGITAL NATIVE: LIVING A SOCIAL MEDIA LIFE



- Digital native:
  - Consumers who grew up “wired” where digital technology always existed.
- Horizontal Revolution
  - Each consumer can communicate with huge numbers of people
  - Information flows across people
  - Instead of just coming from big companies and governments.



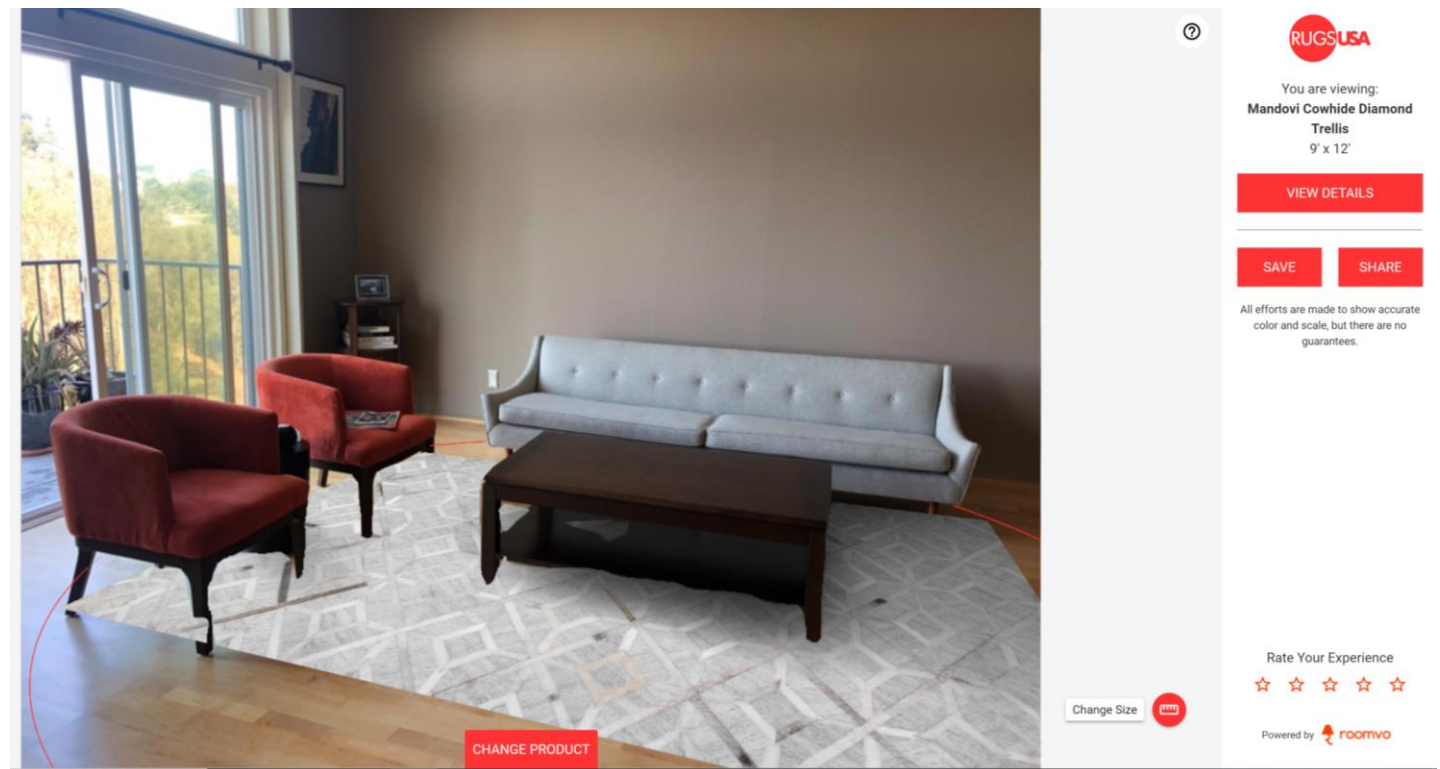
# THE DIGITAL NATIVE: LIVING A SOCIAL MEDIA LIFE

- Virtual brand communities - brought together by their interests, which expand consumption communities beyond those available in local communities.
- “Social shopping” is booming:
  - Consumers are letting themselves be advised by friends for the product selection.
  - Directly over the internet – and even when the purchase is bought offline in the end.



# RUGSUSA.COM

- <https://www.rugsusa.com/rugsusa/rugs/rugs-usa-cowhide-diamond-trellis/Gray/200TXAL02A-P.html>



# ONLINE COMMUNICATIONS

## User-generated content

- Biggest marketing phenomenon of decade
- Everyday people film commercials, voice their opinions about products, brands and companies on blogs, podcasts and social networking sites



# CONSUMERSPACE

- Consumerspace – an environment where individuals dictate to companies the types of products they want and how, when, and where, or even if, they want to learn about them
  - (a shift from **marketer space** where companies called the shots).





# DO MARKETERS CREATE ARTIFICIAL NEEDS?

*Marketing criticized as trying to convince consumers that they need something when they really don't*

**Marketers respond... the need already exists in the consumer, marketing recommends ways to satisfy the need.**

**versus**



- Need: a basic biological motive

- Want: one way that society has taught us that the need can be satisfied

# CALVIN KLEIN



# ARE ADVERTISING & MARKETING NECESSARY?

## *Does advertising foster materialism?*

- Products are designed to meet existing needs
- Advertising only helps to communicate their availability
- Viewed as an important source of consumer communication
- Reduces consumer search time



# GUCCI FOR CHILDREN





# DO MARKETERS PROMISE MIRACLES?

- *People think that advertisers use magic to sell products and have power over our feelings*
- Advertisers simply do not know enough about people to manipulate them
  - 40% - 80% of new products fail



# PUBLIC POLICY & CONSUMERISM

Concern for the welfare of consumers

**Department of Agriculture**

**Federal Trade Commission**

**Food and Drug  
Administration**

**Securities and Exchange  
Commission**

**Environmental Protection  
Agency**

Many specialists study consumer behavior.

Disciplinary Focus	Product Role	Example
Experimental Psychology	Perception, learning, and memory processes	How specific aspects of magazines, such as design or layout are recognized and interpreted; parts most likely to be read
Clinical Psychology	Psychological adjustment	How magazines affect readers' body images
Human Ecology	Allocation of individual or family resources	Factors influencing the amount of money a family spends on magazines
Social Psychology	Behavior of individuals as members of social groups	Ways ads affect readers' attitudes toward the products depicted; peer pressure influences
Sociology	Social institutions and group relationships	Pattern by which magazine preferences spread through a social group
Macroeconomics	Consumers' relations with the marketplace	Effects of the price of fashion magazines and expense of items during high unemployment
Demography	Measurable characteristics of a population	Effects of age, income, and marital status of magazine readers
History	Societal changes over time	Ways in which our culture depicts women has changed over time
Cultural Anthropology	Society's beliefs and practices	Ways fashion and models affect readers' definitions of masculine vs. feminine

TABLE 1.3  
POSITIVIST VERSUS INTERPRETIVIST APPROACHES

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



# CHAPTER SUMMARY



Consumer behavior is a process.



Consumer use products and brands to define their identity to others.



Consumers from different segments have different needs and wants.



Consumer behavior benefits from several fields.



There are two major perspectives guiding our study of consumer behavior.