

# CONSUMER BEHAVIOR

HUMAN PURSUIT OF HAPPINESS IN THE WORLD OF GOODS

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## Human Pursuit of Happiness in the World of Goods

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Priya Raghubir, and Arch G. Woodside

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# MY CB BOOK

## CONSUMER BEHAVIOR

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# DEDICATION

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

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## P R E F A C E

- Your Pet Topic Not Included** At first we were paranoid. What if we ended up not including someone's pet topic? Then the answer hit us: If we missed it, students would still get that topic—from you, and much better. Relieved, we focused instead on making sure we included as many key topics as possible.
- Familiar Amalgam** Deeply conceptual. Utterly applied. Cognitive, information processing framework. Behavioral. Post-modernist. We couldn't choose. Aspiring to make this a comprehensive textbook to serve the needs of our discipline, we ended up with a little bit of everything.
- Play with Theories** To make all topics accessible to the student, we named and renamed some concepts, redrew a few flowcharts, and "decoded" many theories for simplicity. And to fill gaps in current CB Theory, we built some anew. Not to worry: to the student, *all* theories are new anyway.
- Teach Your Way** All content is made transparent to the student. So you won't have to spend all class time explaining the basics. It frees you instead to use the book as a launch pad for your own creative ways of teaching the subject.
- Yes, Its a Textbook** Didactic. Conversational. Serious. Light. The book has the gravitas of the subject matter. But its prose and poetry is student-speak. We wrote it so even students who don't like textbooks may like it. Let's hope.
- Lofty Goal Unmet** Actually, we wanted absolutely, positively to enchant the student. Alas, that lofty goal may have been met only partially. We offer this modest contribution for your consideration. And for a different kind of learning experience for your students.
- You are the Gatekeeper** Your students have the opportunity to discover how enjoyable a book called a "textbook" can be. They will read it because they *want to*, not because they *have to*. You, dear professor, have the power to bring that opportunity to them. Or not.
- Tell us, What, How?** If you do decide to, please do not hesitate to tell us how may we make your adoption a breeze. As a niche publisher, we will put out all our effort to meet your needs.
- Read It Anyway** Even if you are content with your present book, do turn the pages of this book and read a paragraph here and there. See for yourself that a "textbook" may reward even a topic scholar—at the very minimum by showing how to bridge the gap between the mind of an expert and that of a 21-year-old student, excited about discovering new knowledge.

Thank you for , at our request, browsing the book.

# F E A T U R E S

- Auto Customized** The book can be taught (and read) in any order. Part III (Consumers' Environment) before Part II (Inside the Consumer's Mind), for example. Or Part IV (Decision Making) before Part II. Most (80%) of the chapters can be re-sequenced. Yes, even Chapter 12 (Post-Choice) before Chapter 11 (Choice)! Each chapter is written to be understandable independently of the others.
- Plenty To Do** Review+Rewind. Think+Apply. Practice+Experience. Fill in surveys. Score yourself on uniqueness, vanity, opinion leadership, and the like. And measure others a hundred ways (The book gives you that many measurement scales!). Analyze cases. Love stats? Survey data included. Satisfy your data craving!
- Flags Are Free** Those Flags you see on the inside margins. And the globes. We placed them only where we say something substantive about a given country, rather than a mere mention of it. Rest assured, there is more global content than the flags and globes signal.
- Facebook, Twitter, and Us** Yes, MyCBBook is on Facebook. And on Twitter. (Sorry, no Bebo.) Friend us. Follow us. Poke us. At this time, we have no clue what we will post. Knowing that in advance would have killed the mojo of these Social Networking Sites (SoNets): Spontaneity. See you there!
- Love Google** We explain all CB concepts but not all proper nouns. We know readers are Google-savvy. Hint, hint: Google, dear reader, Google. (Or Bing it.)
- Pun Intended** Often you will come across some chuckle-producing tidbits. Like the one about Grey Poupon rejecting our admission into its Facebook group if our grammar was poor or our friends unseemly (Chapter10). Or an example of ... (shhhh..!) in the cognitive learning section of Chapter 4 on page .... (shhhh...!); Or (shhhh...!). Well, you get the idea. Please, please, let your fellow readers discover these by themselves.
- World's Second Most Fascinating Book** And, these anecdotes and examples might make you forget that this is a *textbook*. That would be an illusion. It is a textbook alright. The world's second most fascinating book on CB, actually. We count on you to help us keep it that way.

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- 1** To hundreds of CB scholars and researchers, whose labors and insights have produced the body of knowledge this book ventures to paraphrase and explain.
- 2** To authors of all CB textbooks—Eric Arnould, Del Hawkins, Wayne Hoyer, Leslie Kanuk, Frank Kardes, Debbie MacInnis, Paul Miniard, David Mothersbaugh, Jerry Olsen, J. Paul Peter, Linda Price, Leon Schiffman, Jagdish Sheth, Michael Solomon, among others—who blazed the path this book now follows.
- 3** To CB educators at various schools, whose professional reviews of the manuscript improved it exponentially, and whose enthusiasm for its distinctions sustained the book's resolve.
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**TO YOU ALL, OUR SINCERE GRATITUDE.**

# FOR INTERNATIONAL READERS

HUMANS  
ARE  
HUMANS

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

CONSUMERS  
ARE  
CONSUMERS

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

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

THE WORLD  
IS  
FLAT

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

GLOBAL  
REMIX  
SERVED

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

TALES  
FROM  
THE WEST

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

NOW  
TRANSLATE  
THIS, DEAR  
STUDENT!

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

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