

# CONSUMER BEHAVIOR

HUMAN PURSUIT OF HAPPINESS IN THE WORLD OF GOODS

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Priya Raghubir, and Arch G. Woodside

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# MYCB BOOK

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## Human Pursuit of Happiness in the World of Goods

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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!

## 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 it—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, It Is 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 is not fully met. But we are a strong contender. We offer this modest contribution for your consideration. And for a different kind of learning experience for your students.

## 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)!
- Plenty To Do** Review+Rewind. Think+Apply. Practice+Experience. Fill in surveys. Score self 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 crave!
- Globes Are Free** Those globes you see on the inside margins. We started counting. Somewhere in the middle of the book (when we reached 75), we gave up. If you end up counting them all, we will sure appreciate knowing.
- 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!
- Google Love** 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 the intriguing game of Chessboxing (Chapter 1). Or an the 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.
- And, these may make you forget that it is a textbook. That would be an illusion. This is a textbook alright. The world's second most fascinating book on CB, actually. We count on you to keep it that way.



## ACKNOWLEDGMENT

- 1 To *MyCBBook* ([www.mycbbook.com](http://www.mycbbook.com)), from which the present book generously borrows (80%) the content and the prose.
- 2 To hundreds of CB Scholars and researchers, whose labors and insights have produced the body of knowledge this book ventures to paraphrase and explain.
- 3 To authors of all CB textbooks—Eric Arnould, Del Hawkins, Wayne Hoyer, Leslie Kanuk, Debbie MacInnis, Paul Miniard, Jerry Olsen, J. Paul Peter, Linda Price, Leon Schiffman, Jagdish Sheth, Michael Solomon, among others—who blazed the path this book now follows.
- 4 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.
- 5 To CB professors and students who embraced our first edition (*MyCBBook*)—with its faults and all, and with nurturing feedback and undiminished enthusiasm helped us improve this book.
- 6 To the organizations (see photo and content credits) who generously shared valuable images and information included in the book.
- 7 To professional colleagues around the world, who, over the years, have supported our modest academic—knowledge building and knowledge disseminating—writings. It is to their collective goodwill that we owe the desire and drive to offer this book.

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 human behavior. 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 Paulo 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 Perdue in Saudi Arabia, and 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, DUDE/ DUDESS!

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 country implied in the book. Now go find out how it works in your country. Students learn if they find it to be similar. They learn even more if they 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 !

READ • APPLY • EXPERIENCE

Augmented Reality	Authenticity	I see it, therefore it is.	Ambient Advertising	Social Media
Your Big Life Project	Bobos Lifestyle	With brands I build my Identity	Involvement as the Big Arbiter	Framing Effect
The Enchanted Consumer	Parody Consumption	You talk but I will listen to myself	Five Exchange Resources	Nostalgia
Brands to adore, brands to love	USER—The Code for Consumption-Value	Some of my decisions intrigue me	The idea that marketers create consumer needs is overrated	
Collaborative Consumption	Status Crystallization	I like what marketers offer, but I have to be vigilant	Forming the Frame, not Targeting	
SAVVY MARKETER	The Global Consumer	Consumption Tribes	Social Facilitation	5Ps of Marketing

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## IN THE SCHOOL OF LIFE

### BEYOND THE CLASSROOM

The book offers a repertoire of CB knowledge. In a semester-long course, you will cover most of it and pave the way for the student to read the rest of it later, read all of it again, and re-read it selectively outside of the “read and test” framework. In the school of life, we are students forever, and the book is designed to serve as a resource beyond the classroom, for the life-long student in us, to keep and savor for years to come.

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