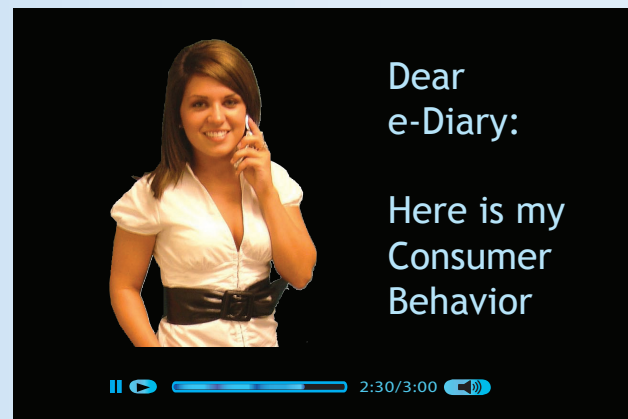


1

Welcome to the Fascinating World of Consumers

Where Offerings and Hopes Meet



LEARN . APPLY . EXPERIENCE

OBJECTIVES

- 1 How Consumer Behavior is Defined and What Its Elements are
- 2 Five Visions of the Consumer Marketers Should Recognize
- 3 Consumer Needs and Wants and How Marketing Shapes Them
- 4 Five Resources All Humans Possess and Exchange in the Marketplace
- 5 Four Consumption Values Humans Seek in the Marketplace
- 6 Four Reader Types to Benefit from This Consumer Behavior Book

I Love My Keds!

A Mere Ardent Consumer Till Yesterday, Now Suddenly, I Am A Marketer Too!

See my new Keds!
 These are no ordinary shoes. They are uniquely mine. With some priceless elements of my autobiography built into them. They are my signal to the world as to who I am. I wear them with spirit, glee, and pride. I designed them, myself!

I had been dreaming of designing my own pair of shoes for some time. So the afternoon on November 2011, I sat down at my laptop and launched Keds.com. The KEDS design tab led me step-by-step to create the shoe I wanted. I had the option of choosing the basic style and then applying my own design and paint to the upper, lower, left and right quarters, tongue, sole, lining, laces, and even eyelets. I made these choices—giving shape to my needs, and my tastes.

Buying the shoe I designed was a breeze. I made the online payment of \$65 and, ten days later, on December 3, the pair of shoes was delivered. And on the Keds.com Web site, I did one more thing: I put my design up for sale. Keds will make a shoe with my design for anyone who likes it. Voila, I am now a co-creator, co-marketer!

—Arianna Osborn, Cincinnati, USA, March 5, 2012.



Arianna Osborn, posing with her new Keds



Designing my shoes; crafting my identity

- | | | | | | |
|----------------|-------------|---------|------------|-----------|-----------|
| Athletic shoes | Ice cream | Ketchup | Chocri | Coco Cola | eCreamery |
| Neckties | Skateboards | Soda | Heinz | M&M's | NIKEiD |
| Speakers | T-shirts | | Threadless | Zazzle | |

Some of the other products you can custom-design and personalize, and the companies that are making it possible. Welcome to the age of customized consumption!