

# CONSUMER PSYCHOLOGY

## A Modernistic Explanation



PDF

1E

AVERY • KOZINETS • MITTAL • RAGHUBIR • WOODSIDE  
Harvard USC NKU NYU Curtin Univ.



# CONSUMER PSYCHOLOGY

Motivation . Perception . Learning . Values .  
Personality . Identity . Psychographics

How They Drive Consumer Behavior in the  
Marketplace

**We must self-actualize. With  
equal zeal, we must also  
strive to make our selves  
worth-actualizing.**

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Jill Avery, Ph.D.  
Robert Kozinets, Ph.D.  
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Priya Raghurir, Ph.D.  
Arch Woodside, Ph.D.

First Edition

**OPEN MENTIS**

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1st Edition

Jill Avery, Robert V. Kozinets, Banwari Mittal,  
Priya Raghur, and Arch G. Woodside

Contributor responsibility is limited as follows:  
Avery: p. 246-247; Raghur: p. 248-249;  
Kozinets: p. 250-251; Woodside: p. 252-253.

Editorial Consultant: Dr. Roxanne Kent-Drury  
Design Team: Nabanita Ghoshal

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## PREFACE

### College Students

The book offers a body of knowledge for college credit courses in consumer psychology, consumer behavior, consumer insights, and the like. It covers five key concepts of psychology: (a) motivation, (b) perception, (c) learning, (d) values, and (e) personality, identity, and psychographics, all in the applied context of marketing.

If you find textbooks tedious to read and are looking for a refreshing break, welcome aboard.

### Marketing Professionals

A book simultaneously for a college course + executive reading\* is an oxymoron. We have tried to defy that paradox:

- a. We simplified deep knowledge for easy grasp;
- b. We use examples both current and historical (whose lessons are perennial);
- c. We shine a light on the interface between marketing and consumers; and
- d. We made our writing style non-textbookish. You could almost think of this as your “beach read.”

Is it really modernistic? Not entirely, but we tried.

*Authors and Editors*

---

\*The book should serve as a handy refresher for managers with a marketing major in college; for managers with other majors, the book offers *essential* background knowledge, especially if you work in the consumer-products industry.

## con·sum·er·s

/kən'sūmər s /

noun: **consumer** plural noun: **consumers**

are people engaged in the acquisition and use of products and services available in the marketplace to satisfy their needs and wants. Through these products, they make their living efficient in their physical world; and in their cultural and social world, they seek these products also to construct, live, and symbolically communicate their individual and group identities.

(Descriptive)

## mar·ket·er·s

/mär-kət-ər s /

noun: **marketer** plural noun: **marketers**

are professionals who connect a business (or organization) to consumers. They present the firm's product and its message to consumers, hoping consumers will find it a source of satisfaction of their needs. And, equally important, they interpret consumer needs and preferences for the benefit of their organizations so other departments in their firms may design and make products that will satisfy those consumers' needs and wants.

(Normative)



# WELCOME TO THE FASCINATING WORLD OF CONSUMERS

*Where offerings and hopes meet*

1

**W**hat Consumer Diaries Can Teach us

2

**F**ive Visions of the Consumer

3

**H**ow Consumer Behavior is Defined and What Its Elements Are

4

**C**onsumer Needs and Wants and How Marketing Shapes Them

5

**F**ive Resources All Humans Possess and Exchange in the Marketplace

6

**F**our Consumption Values Humans Seek in the Marketplace



The Hug Shirt™



TO



UNDERSTAND

LEARNING OBJECTIVES

*How marketing brings future to consumers!*

## What Future Consumers Will Wear!



Imagine you are wearing The Hug Shirt™. And your friend, thousands of miles away, is also wearing one. You wish your friend were with you and you two could hug each other. Now you can, no matter the distance.

The Hug Shirt™ is the world's first (and perhaps the 'only') haptic telecommunications wearable, invented by a London (UK) based tech innovation company named CuteCircuit.

Embedded in the shirt are actuators and sensors that capture the strength and the duration of your hug (imagining your friend, you strike the hugging arms pose); the actuators and sensors in your friend's shirt receive and decode those signals and translate them into the haptic sensation of the hug you just sent them.

Of course, you will need to download an app on your smartphone. The app connects to the shirt via Bluetooth. There are no wires, only smart fabrics, notes the company. And don't worry, the hug doesn't intrude on the recipient unannounced. It first shows up on the recipient's smartphone, just like a text message, and it waits there until your friend is ready to receive it on their shirt. You can buy the shirt from the company's website for £250.00.

In case all your friends and loved ones are within hugging vicinity already, there are other fascinating wearables you could acquire right now:

- High couture "interactive dresses" worn by the likes of Katy Perry, Kelly Osborne, and Nicole Sherzinger. The dresses are embedded with Micro-LEDs that react to your body motions to create luminous decorations.
- Mirror Handbags in luxurious suede with acrylic mirrors and LEDs that light up to display messages and Tweets from your Twitter feed.
- Twinkle T-shirt made from motion-reactive illuminated organic cotton with a golden sequin appliqué and micro-LEDs that shine through to create amazing animations

You can explore these wearables of the future at [CuteCircuit.com](http://CuteCircuit.com).



The Hug Shirt™



Twinkle T-shirt

## Introduction

- **W**hile CuteCircuit is the world's first wearable-technology fashion brand founded in 2004, other innovative firms are at work, bringing us diverse applications:<sup>1</sup>
- Levi's Commuter Trucker Jacket: Your jacket's cuff has Jacquard Threads (a Google innovation) woven into it. In addition, you wear a flexible snap tag, which syncs with your smartphone. If a phone call comes in, a light on the tag flashes; or haptic feedback will make your arm vibrate. This haptic feedback will tell you, for example, if your Uber is arriving. You can also take calls by touching the sleeve.
- Samsung has designed a yarn that collects energy from body movement and powers the battery of sensors, which may be embedded in our clothing for diverse functionality.
- In the future, clothes will be self-cleaning. Basically, tiny metal devices are attached to cotton fabric and they break down grime when exposed to sunlight. The clothes clean themselves in minutes.
- Sensoria socks are embedded with textile pressure sensors that pair with an anklet magnetically attached to the cuff of the sock and then it talks to your cell phone. Together it helps you count the number of steps, speed, calories burned, and poor landing technique. These smart socks are intended to identify injury-prone running styles, and the app will give audio directions to correct your running.
- A June 5, 2020 report from Tufts University informs us of the invention of a biomaterial-based ink that responds to chemicals released from the body in fluids like sweat by changing color. The changing colors will signal our health conditions. The inks can be screen printed onto textiles such as clothes, shoes, or even face masks.

Mirror Handbag



The big question now is, as consumers, are we ready to adopt these new products?

Beyond wearables, consider these wonders of technology: (a) Internet-of-Things (IoT), e.g., Amazon Dash Button, which automatically reorders essentials (e.g., soft drinks, pet food, etc.) or a small device (Lumi by Pampers) that tells parents that the baby diaper needs changing; (b) Augmented Reality (AR)—for example, in a retail store, you can try on the dress in the window without even entering the store; and (c) Virtual Reality—wear these headsets and you can take a trip through time to visit ancient Romans; or enter The Void portal (available in many cities in the USA and Canada) and be transported into your favorite film scenes and play your favorite character!

More than the technology behind these products of the future, more than the skills and dedication of the engineers and craftsmen behind them, their utility to consumers will depend on consumer savvy gleaned by the marketers of these products. It is their uncanny ability to get inside the skin of their consumers that will determine whether these products end up satisfying the needs and wants of consumers.

Today, more than ever before, consumers themselves are astonishingly market-savvy, with a never-before array of choices. And in our consumerist society, consumers look to the marketplace for heightened gratification of their needs and desires. Born in the age of the Web and the smartphone and immersed deeply in social media, the young and the restless, especially, but even the older and the tranquil, seek products customized and personalized to their tastes, and vetted by their social media peer ne-tizens. They befriend brands that are “cool,” and love the marketers who speak their language. That language is the language of consumer behavior. Every marketer should learn it.

This book seeks to teach that language. In this book, we are going to describe, dissect, and discourse about consumer behavior—human behavior in the world of products. We will study how we think, feel, and act in the marketplace—how we come to see products the way we see them, how we make our choices from the mind-boggling array of goods available, how we buy them and then weave them into the tapestries of our lives; how we consume them to sustain and energize our bodies, feed our minds, and construct our egos and our identities. This is the study of consumer behavior. Welcome to the fascinating world of consumers!





## WE ARE CONSUMERS—24-7!

We are all consumers. This much comes as no surprise to us. But what we may not have realized is how much of our waking day we spend being a consumer—and we count not just when we are consuming or when we are buying something. Rather, as we will explain later, we are a consumer any time we are even thinking about acquiring and/or consuming anything. To be sure, we also live at least part of our lives not being consumers—such as when we are conversing with a friend (without using a phone or any other product), or reflecting on our futures, or for that matter, on the future of mankind. But most of the rest of the day is filled with plotting and enacting consumption. At our request, a group of consumers wrote a daily journal. We reproduce one of these journals (see Exhibit 1.1). This journal was quite representative of all those we received in one respect; they all showed the same thing: We are consumers 24-7!

## CONSUMERS ARE FASCINATING

As consumers, we are fascinating. Consider a conversation we recently had with a consumer, Jackie, age 30 (see Exhibit 1.2 later in the chapter). We will let that interview speak for itself, and let you decide whether you agree that consumers are indeed fascinating.

When we think of consumers such as Jackie, several images come to mind. Consumers are the browsers in the department store, shoppers in the mall, patrons enjoying a meal in a restaurant, visitors standing in long lines at Disneyland, youngsters flocking to music concerts, and savvy shoppers lining up to grab the door-buster sale items. These and many other visions of the consumer can be aptly grouped into five categories, explained next.



The definitions we use here differ from common speech, where needs are equated with necessities, and wants with luxuries. There are good reasons for this, which we will explore in a later section. For now, just remember that need is your felt discomfort, period. And remember also that the discomfort has to be perceived by the person himself or herself. Thus, a *need* is not someone else's assessment of your condition. I cannot say that your hair looks long, so you need a haircut, or that you don't need to upgrade your PS4 to PlayStation5, or that you don't need to splurge on the new Swarovski-crystal-dotted Adidas Rivalry Lo sneakers. It is for you to decide if not having these things is discomfoting for you, psychologically speaking. Indeed, then, need is a very subjective word. It is a very personal feeling.



**Need is a very subjective feeling—this important consumer sentiment is elegantly captured in this ad for Nissan 370Z.**

Copyright, Nissan (2019). Nissan and the Nissan logo are registered trademarks of Nissan. Photo: Markus Wendler. (Used with permission.)

#### THE ALL-NEW NISSAN Z

Starting at \$29,930. The attraction of the all-new Nissan 370Z<sup>™</sup> is far more than physical. With its staggering 332 horsepower, the world's first SynchroRev Match Manual Transmission<sup>\*</sup> and finely crafted interior, every detail only makes you want it more. Or is it need? For more information, visit us at [NissanUSA.com](http://NissanUSA.com).



SHIFT<sub>™</sub> the way you move

As shown \$37,460. 370Z Touring with Sport Package. Prices are MSRP excluding tax, title, license and destination charge. Dealer sets actual price. <sup>\*</sup>Available feature. Always wear your seat belt, and please don't drink and drive. ©2009 Nissan North America, Inc.



## Romancing the Consumer

### DOUGHNUTS FOR YOUR TASTE BUDS. GRASS FOR YOUR FEET. LOVE FROM YOUR FAVORITE MARKETER

If you were in London during a recent Summer, you would have witnessed a strange product on the feet of many people walking: flip-flops with live grass growing on them!

A few weeks earlier, Krispy Kreme had surveyed over 1000 U.K. workers. Of the surveyed consumers, 72% said that they felt seriously stressed on a daily basis. And 81% of them said, further, that a simple walk through a park made them feel instantly relaxed. The problem was that, for these urban dwellers, a park was not nearby.

So, Krispy Kreme created the world's first grass flip-flops. The el-fresco flip-flops take up to three weeks to grow. When fully grown, each pair is covered with 10,000 blades of grass. If watered regularly, the grass will last the whole summer!



The company stores distributed the grass slippers to thousands of workers in London.

Krispy Kreme is not getting into the shoe business, mind you. It gives away the grass flip-flops free. Nor is the product connected in



any way to its usual fare—doughnuts. Except in that both products bring consumers comfort and joy. Explains Katie McDermott of Krispy Kreme:

*We cheer people up every day with our one-of-a-kind doughnuts, but hopefully by providing them with their own part of park life too we'll be able to bring a sense of natural calm to stressed-out workers.*

Welcome to the age of *Romancing the Consumer*—in this case, one sole at a time!

MYCBOOK

## 1

## SUMMARY

We began this introductory chapter with a basic fact: We spend most of our waking hours as consumers. We are consumers 24/7! This is because we define consumer behavior as not just the act of buying and consuming but also all of the mental and physical activities we undertake when we contemplate and experience products—an ongoing process that begins much before we actually acquire and consume a product, and continues, in our memories, long afterwards.

Taking the viewpoint of consumers 24/7, we portrayed marketplace products as solutions to consumer needs and wants. We then defined *need* as a discomforting condition, whether physiological or psychological, and *want* as a desire for specific solutions to that condition. We next identified three essentials that frame all consumer behavior: *exchange*, *resources*, and *value*. Consumers' marketplace activities are, basically, an exchange with marketers, where

consumers acquire products and part with their money. Money is one of the five resources consumers possess, the other four being time, knowledge and skills, body and physical energy, and social capital. In the exchange, what consumers seek first, foremost, and always is *value*.

We defined *value* as the set of net benefits consumers receive from an exchange. And we identified four broad categories of value: utilitarian, social, ego, and recreational (i.e., hedonic), captured in the acronym USER.

This book is directed at all “students” of consumer behavior—and who among us is not a student in the school of life? Our gain from reading the book is two-fold—first, we reflect on and understand our own behavior as consumers; and second, we become knowledgeable about how, as marketers, we must fashion our offerings so as to appeal to consumers.



## 1

## KEY TERMS

Consumer  
Consumer Behavior  
Ego/Identity value  
Exchange  
Hedonic value

Marketers  
Mental activities  
Need  
Physical activities  
Product

Psychology  
Recreation value  
Resource  
Social capital  
Social value



## 1

## YOUR TURN

## REVIEW+Rewind

1. What is consumer behavior? Isn't it, basically, people buying products? Why or why not?
2. How are needs and wants defined here? Are these definitions different from how we use these words in everyday language? Which approach to defining these is better and why?
3. What are the five resources all consumers have?
4. What is the USER model of consumer value?

## THINK+Apply

5. Give an example from your own life in which you saved money by using one of the other four resources in an exchange.
6. Give an example of each exchange value you have sought in recent marketplace exchanges (i.e., purchases).

## PRACTICE+Experience

1. Write a journal of your own consumer behavior of the past one week. Record one episode each for when you were an economic creature, a problem solver, a computer, a shopper, and (here comes your favorite part) a reveler.
2. Find four advertisements that offer, individually, each of the four values of the USER model, and explain your selections.
3. Interview a consumer (similar to our interview with Jackie), and then identify the four values of the USER model in his or her consumer behavior. (Direct your topics so that the interview reveals all four values.)

## A Must-Do

**Write a short memo to yourself, evangelizing how this book is going to benefit you personally in your role as (a) a consumer, and (b) a marketing professional (current or future).**



A BOOK ON CONSUMER PSYCHOLOGY—ANY BOOK—IS A MIX OF SCIENCE AND ART, PROSE AND POETRY, THE MELODY OF THE MERCHANDISE AND THE CHATTER OF CONSUMERS INSIDE THE STORE. AS SUCH, IT IS MEANT TO BE DEVOURER AT LEISURE. ALL IT TAKES IS A CURIOUS MIND.



# MARKETING AND CONSUMERS: THE ROMANCE CONTINUES

*How offerings and hopes meet*

1

**D**oes Marketing Create Consumer Needs?

2

**M**arketing Anticipates Future Consumer Needs

3

**C**reating Customer Value: The Supreme Purpose of Business



4

**F**our Academic Disciplines That Undergird Consumer Psychology As A Field of Study

5

**F**our Types of Readers for Consumer Psychology

6

**C**onsumers Versus Marketing: Who Is Responsible for Consumer Wellbeing?

*How consumers get their cool in the marketplace*



TO



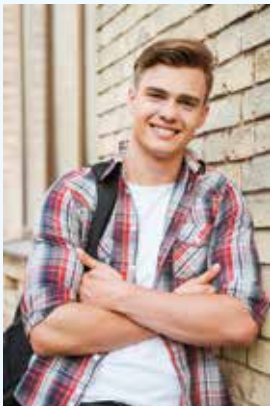
UNDERSTAND

LEARNING OBJECTIVES

## How I Went From Grunge to Preppy to Abercrombie

“**G**rowing up, I was like most young boys, my attitude toward clothing was “if it still fits, it works” and I really didn’t care about whether it matched or was stylish. Until one day at church (I was 14 then) a girl that had an opinion I valued mentioned that I was a very good dresser. This is something I had never really thought about and it caught me by surprise. I guess it “went to my head.” Ever since that moment, I continued to make sure that I had clothes that would catch people’s attention. I made it a point to have the newest styles, things that others weren’t already wearing. In high school, I won the ‘best-dressed man’ award.”

“In college, my style changed completely from preppy to grunge because no one in college wore preppy. And my style was about to change again when I got my first real job, at the Gap Outlet. Here, I worked with all girls who were not afraid to give me tips on how to improve my style. Another store popular among my age group people knew and shopped at was Abercrombie and Fitch. I really didn’t like the store until a girlfriend mentioned how all the guys who wore this clothing looked sexy. I later learned that this was a general female attitude, so I tried their clothing piece by piece and found myself to like these styles. I am currently an avid shopper of the store!” (Jason O., 22)





## CONSUMERS: SAME AND DIFFERENT

Meet these consumers. You will read about them later in the book. For now, let us assume these five consumers (or dyads and triads) represent some 100 million consumers. What do we need to understand about them as consumers, and how can we use that knowledge for crafting a better marketing strategy?

First, we have the option of treating them as a single market and then craft our marketing mix to appeal to their common core. In that case, we will need to understand what their common core is. Alternatively, we could treat them as different types of consumers and appeal to each type separately. How many types are there—two, three, five, or more? How do we separate them into these diverse types? Identifying differences among consumers and then grouping them according to their similarities and differences is called **segmentation**, a key marketing concept and tool. A helpful guide to market segmentation is appended at the end of the book, so here we explain this topic only briefly.

**Diverse Segments, Diverse Behaviors** Some differences among consumers are easily visible. First, we could segment them by demographics, such as gender, age, education, ethnic identities, etc. Clearly, consumers with different demographics will differ on some (but not all) of their behaviors as consumers. Clothing styles differ across the two genders, and age differentiates the young from the old in terms of their edgier versus more conservative styles in clothes, shoes, cars, music, etc. Education changes not only our preferences but also the manner in which we process information and the kinds of entertainment media we consume (which means our marketing communications will have to be tailored in their aesthetics, and media choices will have to be diverse as well). In terms of ethnic identities, as we shall see later, Hispanics and Asians are more family-oriented, so package size (more family sizes) and communication themes (caring for family) will need to be tailored, to take just one example. Our socioeconomic status also constrains our resources, requiring diverse market offerings. *J. Crew*, hitherto catering to the mature professional adult launched a spin-off called *J. Crew Mercantile* to cater to adolescents with tight budgets due to their pre-earner stage in life (i.e., students).

Beyond demographics, consumers can also be segmented by psychographics, the composite of consumers' mental makeup and resulting lifestyles. Bohemian Sean is going to relate to the marketplace differently than, say, the yuppie, Fedorasporting Miguel (you met them earlier in this chapter), and as marketers our offerings will have to be tailored, not only in terms of product design but also in the marketing message content.

Beyond demographics and psychographics, we can also segment our consumers based on diversity in the benefits they seek from the product (*benefit segmentation*) See Exhibit 2.1.

Whether we decide to segment our target consumers or treat them as a single market, we need to understand their consumer behavior—their basic human behavior as applied to their interface with the market.



(From top:) Charles and Yukari Infosino with son Nino, Christian and Martina Haag (Germany), Jamie Schworer with daughter Katey, Bianca Hutton, and Shvaathi Gowridass.



## 2.1 SEGMENTATION OF CONSUMERS: TWO EXAMPLES

### 1 MOTIVATION (BENEFITS)

#### A BENEFIT SEGMENTATION OF FITNESS CLUB MEMBERS



#### Correctional Fitness

See themselves being out of shape and want to get back in shape by exercising. They seek exercise trainers, aerobics classes, and nutrition advice.



#### Maintenance Fitness

See themselves as normal and fit and are motivated to stay fit. Use fitness machines and aerobic classes and seek efficiency.



#### Build-up Fitness

Fit and healthy. Seek to build a muscular body. Heavy users of big machines and most devoted to spending time at the gym.



#### Relaxation

Come for relaxation and visit usually at the end of the workday. Mainly use swimming, sauna, and spa facilities.



#### Socialization

Come to socialize with friends and others with similar motives. Hang out at the pool, TV watching area, and the juice bar.

(A hypothetical example)

### 2 DEMOGRAPHICS+PSYCHOGRAPHICS

#### AGE AND LIFE OUTLOOK OF HOME BUYERS



#### Hunkus Maximus

Young single; powerful built; becomes active after sunset; often fights rival males; can open beer with teeth.



#### Blondus Flirtus

Young, fashionable; shopping is a hobby; nests in yuppie-rich areas; fascinated by shiny objects.



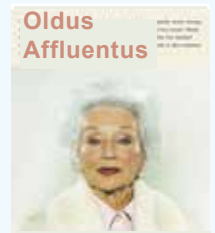
#### Mammas Boyus

Mamma's boy; still nests with parents; does not travel in herds; consumes twice his weight in pizza.



#### Coupleus Permanentus

Couples, thrive in suburban areas; male sheds hair and gets restless around 50; seen with a snifter on Saturday nights.



#### Oldus Affluentus

Sociable and convivial, primarily active during the day; sheds the teeth every night; can be seen in tea-rooms.

Obos, a homebuilder in Norway targets customers defined by life-stage and mental makeup. The company-supplied tongue-in-cheek profiles (excerpted and heavily edited here) make an excellent study in segmentation by demographics+psychographics. (Used by permission.)

## MARKETING ON TRIAL

### Supersized Fast-Food: I Loved It, But Nobody Told Me It Would Supersize Me!



**A  
Date  
to  
Remember:**

**February 17, 2003**

**When both  
marketing  
and the  
consumer  
won**

On July 24, 2002, the Supreme Court of the State of New York registered a complaint against the four biggest U.S.-based fast-food chains: McDonald's, Burger King, Wendy's, and KFC Corporation. The plaintiff was Caesar Barber, a 57-year-old resident of Bronx County (New York). At 5'2" height, he weighed 275 lbs. He suffered from diabetes and had had two heart attacks. His complaint: The fast-food chains were responsible for his health condition. How? For fifty years, he had eaten fast food four to five times a week.<sup>5</sup>

On February 17, 2003, Judge Robert Sweet of the State Supreme Court threw out the case. His ruling: The complaint failed to allege that the defendants' products were dangerous in any way other than that which was open and obvious to a reasonable consumer.<sup>6</sup>

At the core of the landmark lawsuit is the issue of the division of responsibility for consumption choices between individuals who make them freely and the marketers who make those choices available. “Where should the line be drawn,” Judge Sweet had asked, “between individual responsibility and society’s responsibility?”

While there may be a temptation to discount consumer Barber’s action as an attempt to extort money from big corporations and to gain fame, it is worth noting that among the compensation and remedy demanded by the plaintiff were these items: (a) an order mandating the defendants to label their products with ingredients and their harmful effects; and (b) funding of an educational program to inform children and adults of the dangers of eating fast food.

Note also that Judge Sweet dismissed the case on grounds that the effects of eating fast food should be obvious to an average consumer; but he left open the possibility that the plaintiffs had not demonstrated that the fast-food chains knew of certain long-term health effects that an average consumer could not be expected to know about. That means that if, in the future, a company knows any of its products has harmful effects that are not common knowledge, then the company must reveal them to consumers or else it will be held responsible for any harm to consumers, even if the product was consumed voluntarily, as most products, in fact, are.

This lawsuit did serve to awaken everyone—consumers, governments, and marketers alike, to pay more attention to what is in our food, that which we consume in fast-food chains as well as that which we consume at home. And the fast-food chains have since leapfrogged to a menu that includes more healthy options and also more informative labeling.

### Serving Consumer Wellbeing, Not Just Their Desires

The writing on the wall is clear. Professional marketing is not about exaggerating our product’s benefits. Its goal is not to con the consumer into believing our product is that which it is not. This was never the marketing’s purpose. It is even less true today, indeed less feasible, in the age of the net-savvy consumers, with abundant information being available on the web, both from competitors and from our social media fellow consumers. It behooves us as marketers, therefore, to stay true to our brand’s core—the benefits and value it will bring to consumers, the savvy and the naive alike. Marketing’s noble purpose is to tell the brand’s authentic story, honestly and with full zeal and pride of ownership. As marketers, that is our charge. And our privilege.



## 2

## SUMMARY

In this chapter, we raised the question, “Does marketing create consumer needs?” We examined various arguments both for and against. The key to answering this question is a wise definition of the term *Need*, so we presented a definition that avoids equating a need with the product itself,

Marketing merely presents products and brings their benefits to consumers’ attention, and consumers pick and choose what meets their needs—the needs they acquire growing up in their cultures.

Satisfying a consumer need is the very purpose of business. And in order to do just that, marketers must, we argue, study consumer behavior.

The study of consumer behavior is built upon the core disciplines of anthropology, sociology, psychology, and economics. And, besides marketers, social organizations and public policy agents too must study it. Lastly, consumers themselves should

study it so they can understand their own consumer behavior.

We presented an illustration of segmenting our target consumers. This is a basic tool of marketing that recognizes the fact that not all consumers are alike, a fact we appreciate even more as we study consumers.

An important question concerns relative responsibility of marketers versus those of consumers themselves. The responsibility is mutual, we explained. But our laws do assign to marketers the responsibility of full and proactive disclosure of any harmful effects of a product that might not be common knowledge.

Marketing is a profession. While anyone can practice marketing, professional marketers see their jobs as the opposite of conning consumers. Marketing’s noble purpose is to tell the brand’s authentic story, honestly and with full zeal and pride of ownership. As marketers, that is our charge. And our privilege.



## 2

## KEY TERMS

Consumer need  
Purpose of business  
Purpose of marketing  
Marketers

Mental activities  
Psychology  
Sociology  
Anthropology  
Economics



## 2

## YOUR TURN

**REVIEW+Rewind**

1. What is the purpose of business? Is it or is it not “to make money”? Explain.
2. What is consumer segmentation? Why is it important from the vantage point of consumer behavior as a discipline?
3. What use does a study of Consumer Behavior/psychology have for non-profit and governmental agencies?

**THINK+Apply**

1. Some accuse marketing of creating consumer needs, making us buy things we did not need. Do you agree or disagree? Defend your answer.

2. If a consumer becomes obese from frequently eating fast food, and suffers severe ill health, who is responsible, the consumer or the marketer?

**PRACTICE+Experience**

Interview a few consumers to understand their view of whether marketing creates needs? Probe them for examples and how that example supports their point-of-view.

Next interview a few marketing managers of consumer goods company.

Ask them also how the view they hold on this issue colors and affects, if, the practice of their craft.



**DOES MARKETING CREATE  
CONSUMER NEEDS? WE ARE  
FREE TO ANSWER THAT  
QUESTION AS A YES OR A NO.  
WE ARE NOT FREE TO ASSUME  
THAT OUR ANSWER WILL NOT  
COLOR OUR LIFE'S WORK AS  
MARKETERS.**



# CONSUMER MOTIVATION

*The fire that lights within*

1

Consumer Motivation as a Fundamental Inner Force

2

Approach Avoidance Motives

3

Maslow's Hierarchy of Needs and Its Fluidity

4

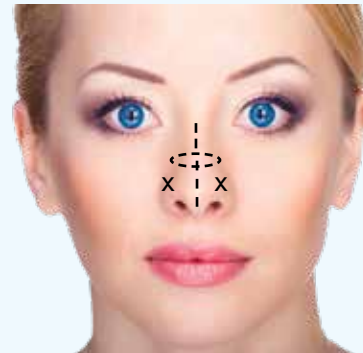
Beyond Maslow: Murray's List of Motives

5

Unconscious Consumption Motives

6

Methods of Researching Motives



*I am motivated to get what I want.*



TO



UNDERSTAND

LEARNING OBJECTIVES

# Look, I Got A New Face!

4

**W**elcome to Brazil. We are famous for our beaches, of course. But today, let us show you another face of Brazil, that of being “the world’s epicenter of plastic surgery”!

Brazil overtook the USA in 2014 and has maintained that lead with 1,498,237 surgeries in 2019, with the USA a close second at 1,492,327.

When it comes to plastic surgery, Brazil has an interesting history. In the 1950s a doctor named Ivo Pitanguy convinced the government that self-loathing or low self-esteem due to poor looks is harmful to health. Since that time, in Brazil, plastic surgeries are viewed as “essential health.” Most health insurance companies cover it and, in public hospitals, plastic surgeries are free or at a very low cost, especially for low-income or poor people. At his clinic, Dr. Pitanguy, now known as “the pope of plastic surgery” himself performed pro bono or charity surgeries for the poor.

In public hospitals, where surgeries are free, there is a long queue of patients with waiting times of several months or even several years! Facilities are in poor condition. But young resident physicians are eager to perform such surgeries on low-income patients as they see it as an opportunity to get training.<sup>1</sup>

Brazil is known to have the best plastic surgeons. But the procedures are not easy. Consider Rhinoplasty, the procedure to reshape our noses. A long incision is made on the bridge between the two nostrils. Then with tweezers, the skin is lifted up as if it were the hood of a car. And then, with a scalpel, the bone is cut and the cartilage is shaped.

Despite the risk and pain, Brazilian women seek plastic surgeries in droves. They consider their looks and body shape an essential ladder to climbing up to a good job, a good husband, or even a good date. One more thing: Unlike in the USA and other nations, face or body augmentation procedures are not considered a taboo topic; so, women admit having undergone the procedure and display their new face proudly. And yes, Brazil’s beautiful beaches play a prominent role: They present ample opportunity to showcase your augmented bodies or reshaped faces!



**M**meet the new consumer. The consumer with a new face—literally.

Achieving that face was no cakewalk. The now altered face was under the knife for more than four hours. The costs were upward of 10,000 dollars. There was considerable post-surgery pain. And there was some risk that the face would suffer some permanent nerve damage. But appearance is very important to some consumers. Worldwide, in 2019, there were 10.60 million surgical and 12.65 million nonsurgical procedures to reshape the body or the face. In the USA and everywhere, the selfie culture has fueled a new demand for facelifts.<sup>2</sup>



Of course, looking good has always been a consumer obsession, for centuries. Only, until recently, we couldn't do much about it. But now, medical technology has made it possible. So, those of us who can afford it can have it—a new face, new skin, new body. But more than money, we still would need a strong motivation.

Motivation is a powerful force in life. Without it, we would simply vegetate; with it, we can accomplish a lot. As consumers, too, we need motivation. It takes money and effort to acquire things—we must have the motivation to want something badly enough that we are willing to devote our time to it and part with our money. There are products we want, and, just as surely, there are products we don't want. It all depends on whether or not those products stir our motivations.

But just what is motivation? In this chapter, we are going to find out. We are going to define it, illuminate its true nature, and explain why it has such a strong grip on our lives. We are going to learn some theories of motivation and become familiar with a variety of motivations that instigate our consumption behavior. And we will also meet two of motivation's siblings: emotion and involvement.



## CONSUMER MOTIVATION

### *The Why Behind the What*

In everyday language, we use the word *motive* or *motivation* to imply a reason for doing something. If our coworker who has been unfriendly and standoffish all these years suddenly gave us a bottle of cologne as a gift, we would wonder why. What was his reason or motive? Was it that he could stand our body odor no more? Or was it that he was going to ask for a favor, like taking care of his clients while he went away on a vacation trip?

Describing motivation as a “reason for doing something” is fine as far as everyday usage of the term goes, but it doesn’t tell us much about how we experience it. That experience is captured in the definition we present next.



### *The Fundamental Inner Force*

Motivation is what moves a person—it is the driving force for all human behavior. More formally, **motivation** can be defined as goal-directed drive. Let us consider each of the two components of motivation implied in this definition.

**Drive** Drive is energy. When we want something, and want it badly, we are thrust into action. If you are running a competitive race, and you see yourself five feet behind the leading contender, you feel high energy to catapult your body to the finish line. If we learn that free tickets to a concert are being given to the first 100 customers, we rush to the venue to join the line. This energy, this drive, then, is a key ingredient in our motivation.

**Goal Object** What we feel the energy for is not random, of course. Rather, it is something that we know will help us achieve our goal or deliver us a benefit we value highly. In other words, it is our goal. Goal object is, thus, the second ingredient of motivation.

We are now ready to formally define motivation. **Motivation** is the human drive to attain a goal object. A **drive** is a force or energy that impels us to act. And a **goal object** is something in the world, the acquisition or attainment of which will bring us happiness.<sup>3</sup>

**Photo Quiz**

3.1



Which motive (in the Maslow's Hierarchy-of-Needs) is most engaged by this product. (For a given motive, there may be more than one product or none.)

(Check as many as needed)



	a	b	c	d	e	f
Self-actualization	—	—	—	—	—	—
Esteem & Ego	—	—	—	—	—	—
Belongingness	—	—	—	—	—	—
Safety/Security	—	—	—	—	—	—
Physiological	—	—	—	—	—	—



**Photo Quiz**

3.2

Which product will benefit the most from a Mason Haire's Technique-based research study? Not benefit at all 1 2 3 4 5 benefit very much



Water bottle	1	2	3	4	5
Broadway chair	1	2	3	4	5
Shoe with lipstick heel	1	2	3	4	5
Monocle eyeglass (brand Paola)	1	2	3	4	5

**3**

**KEY WORDS**

Approach motivation  
Avoidance motivation  
Biogenic needs

Dichter's unconscious motives  
Maslow's hierarchy-of-needs

Mason Haire's Technique  
Murray's list of needs  
Psychogenic needs



## 3

## SUMMARY

In this chapter, we explored the topic of *motivation*. *Motivation* is goal-directed drive or energy; this energy is provided by felt needs. Various scholars have classified human needs, and we discussed some of the prominent classifications. *Maslow's Hierarchy of Needs* classification is perhaps the most well-known of these, but we also outlined Murray's social needs system and Dichter's list

of subconscious motives.

We discussed methods of researching consumer motives. Among these, a notable method is *Mason Haire's Shopping List Technique*, especially useful for uncovering unconscious motives. Perhaps you should give it a test run.



## 3

## YOUR TURN

## REVIEW+Rewind

1. Explain each need in Maslow's Hierarchy of Needs. Explain any five of Dichter's motives. How do they differ from Maslow's needs?
2. List all methods of researching consumer motives, and explain each briefly.

## THINK+Apply

1. Do Maslow's needs always arise in the order of the hierarchy? Explain.
2. Think of one example of consumption where an unconscious motive might be at work.

## PRACTICE+Experience

1. Find an ad on TV or in magazines that captures each of the needs in Maslow's Hierarchy.

2. Design and conduct a study using the Mason Haire techniques to understand consumers' choice of Halloween costumes. (Include this note: "You may assume that this costume is similar to your own favorite costume"). After this, interview them directly on their reasons for their choice of their favorite costume. Compare the results.

## In the Marketing Manager's Shoes

Put yourself in a marketing manager's shoes. Identify at least five specific applications of the chapter's concepts, all of which should be entirely new, different from the examples cited here.



**SELF-ACTUALIZATION IS  
WORTHY OF PURSUIT ONLY  
IF WE FIRST MAKE OUR *SELF*  
WORTH ACTUALIZING.**



# CONSUMER EMOTION AND MOOD

*How brands tug at our heartstrings*

1

Eight Types of Human Emotions

2

Four Types of Emotions Brands Bring Us

3

Emotion—How We Can Measure Them

4

How Moods Differ from Emotions and How Moods Are Created in the Retail Store

5

Hedonic Consumption and Its Four Forms

6

Consumer Involvement and Its Role as a Yardstick for Consumer Actions



*My emotions nourish on brands.*



TO



UNDERSTAND

LEARNING OBJECTIVES

extremely interested (i.e., involved) in dishwashers—attempting to learn about them, deliberating over various options, and weighing them vis-à-vis your own needs. The involvement that arises at the time of purchase (as different from the consumption situation) has a specific name—**purchase decision involvement (PDI)**—the degree of concern consumers experience in making the right choice. The other sub-form of situational involvement is *consumption-situation involvement*, the interest we experience in the usage situation; for example, consuming wine at home, unconcerned about the public image of the wine brand, versus consuming wine in company, concerned about the impressions you might make consuming a particular brand of wine.



Enduring involvement, perpetual motivation. Situational involvement: we are motivated when the right situation arises.

Want to know whether you have enduring involvement in something? Take the surveys in Table 4.1 and find out. Analogously, purchase decision involvement can be measured with a scale shown in Table 4.2. (See these on the next page.)

*Involvement: A master switch for all of our actions as consumers*

The linkage between involvement and motivation should be self-evident. Involvement acts as a “master switch” that turns our motivation on or off. No involvement, no motivation. Low involvement, low motivation. High involvement, high motivation. As black and white as that! This concept, involvement, will keep us company throughout this book.

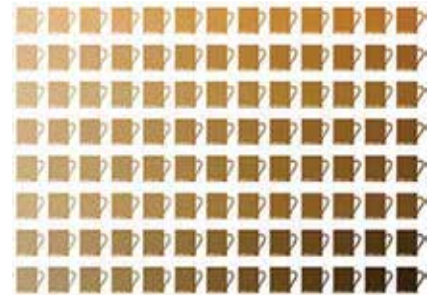
## DEEP INVOLVEMENT

### *Extreme interest in things*

One special case of enduring involvement is **deep involvement**—defined as a consumer’s extreme interest in a product or activity on an ongoing basis. Often it borders on product fanaticism. One consumer in Sydney had the brand name ‘Apple’ tattooed on his forehead. And a friend in Holland had shaved his head, trimming the hair in the back in the shape of Apple logo!

The phenomenon of deep involvement is important to study because it is a window on a consumer’s key motivations and emotions. People are fanatical about things they care deeply about. They use them for enjoyment, to derive life satisfactions, and even to define their identities for themselves. What are you deeply involved in? Cars? Sports? Art? Gizmos? Cooking? Shoes? If you are, then you know how a significant part of your consumer behavior—contemplating, searching, browsing, buying, collecting, caring, nurturing, and relishing—is dedicated to the object of your deep involvement. You also know, firsthand, how your deep involvement is, for you, a constant source of motivation—perhaps, for some, even a reason to live!

\*Gabriel McIntyre, Founder CEO, Whisper Media, Holland (Photo Courtesy: Gabriel McIntyre)



How do you want your tea? Onkar Singh Kular, a London artist, has designed 128-Pantone colored mugs for you to choose *precisely*. Mark one and the hostess will know how much milk to add. (Image: Courtesy Onkar Singh Kular)



On my mind,  
on my head.

Proud to  
show my  
brand love\*

**T**ABLE 4.1 **A Scale to Measure ENDURING/DEEP INVOLVEMENT**

Strongly Disagree 1 2 3 4 5 Strongly Agree

1. I am very interested in \_\_\_\_ . \_\_\_\_\_
2. I feel emotionally attached to my \_\_\_\_ . \_\_\_\_\_
3. My \_\_\_\_ holds a special place in my life. \_\_\_\_\_
4. My \_\_\_\_ is central to my identity, my sense of who I am. \_\_\_\_\_
5. I quite enjoy using this product. \_\_\_\_\_

Add item scores. Scores below the mid-point, 15, indicate low or absent *Enduring Involvement*. Scores above 15 mean High *Enduring Involvement*.

[Adapted in part from much longer lists in: P. Bloch, "Involvement with a Product Class," *Adv. in Cons. Res.* 8, 61-65; and K. J. Dodson, "Peak Experiences and Mountain Biking: Incorporating the Bikes in the Extended Self," *Adv. in Cons. Res.*, 1996.]

MY CB BOOK



**T**ABLE 4.2 **A Scale to Measure PURCHASE DECISION INVOLVEMENT**

1. When making my selection for this product, I will:  
Not care much 1 2 3 4 5 Care a lot  
as to which one I buy
2. How important would it be for you to make the right choice:  
Not much important 1 2 3 4 5 Very important
3. Do you consider the various brands/alternatives available in this product category:  
Quite alike 1 2 3 4 5 Very different  
from one another.

Add item scores. Scores below the mid-point, 9, indicate low PDI. Scores above 9 mean high PDI.

[Adapted from "Measuring Purchase Decision Involvement," *Psychology & Marketing*, Summer 1989, p. 147-162.]

MY CB BOOK

**4 SUMMARY**

Human emotions play a significant role in motivating human behavior. We explained Plutchik’s emotional classification system, and illustrated it with consumer behavior examples. We also described four types of emotions brands bring us. Next, we discussed moods as a milder and short-lived form of emotion and outlined some influences of mood on consumer behavior. Moods play an important role when the consumer is in the store, and we explained how store managers should manage store *atmospherics* to create good moods in shoppers.

One specific topic in our discussion of emotions and moods was hedonic

consumption. Motive for hedonism is just as core in humans as other motives or needs in the Maslow’s hierarchy-of-needs schema, and it accounts for considerable consumption by humans.

Finally, we discussed consumer involvement as a factor that separates the important from the trivial. When we experience a high interest in a product or activity on an ongoing basis, it is called *enduring involvement*. We learned how to measure this concept, and we came to understand that, as a “master switch” of motivation, involvement will color every topic in the rest of the book.



**4 KEY WORDS**

Enduring involvement  
Emotion  
Mood

Hedonic consumption  
Involvement  
Purchase decision involvement



## 4

## YOUR TURN

**REVIEW+Rewind**

1. What are moods and how do they differ from emotions? Give examples of two uses of moods that a marketer can employ.
2. What is involvement? What is the difference between situational and enduring involvement?
3. What is meant by hedonic consumption? List your own hedonic consumptions.

**THINK+Apply**

1. With which of these products are you enduringly involved: (a) your car, (b) your MP3 player; (c) your cell phone; (d) any student or professional club; (e) your gym; (e) your brand of cologne; (f) your dishwasher and microwave oven. Explain your answer.

**PRACTICE+Experience**

1. Interview two consumers who might have enduring involvement in some consumption. Document the kinds of activities they engage in to manifest their deep involvement and explain what kinds of needs it satisfies for them.

**In the Marketing Manager's Shoes**

Put yourself in a marketing manager's shoes. Most concepts in the chapter have some lessons for the marketing manager; i.e., they suggest what to do differently in practice. Indeed, often these applications are implicit in our explanations of the concepts and models in the chapter. Identify at least five specific applications of the chapter's concepts, all of which should be entirely new, different from the examples cited here.



HEDONISM, AS WE USE THAT TERM HERE, IS NOT WANTON INDULGENCE. RATHER, ITS GOAL IS TO SATISFY THE NEED OF OUR MINDS TO MAINTAIN OPTIMAL STIMULATION. WHEN BORED, THEY BECOME UNPRODUCTIVE. HEDONIC CONSUMPTION, IN MODERATION, RESTORES OUR MINDS TO DO PRODUCTIVE WORK AGAIN.



# 5 CONSUMER PERCEPTION

*The only brand reality that matters*

1

The Three-Step Model of the Consumer Perception Process

2

Dynamics of Voluntary vs. Involuntary Consumer Attention

3

Three Factors that Shape Consumer Perceptions

4

Perceptual Biases and Frames and Consumer Viewing of Reality

5

J.N.D. Just Noticeable Difference: Theory and Marketing Application

6

Subliminal Perception: Fact or Fiction?



*I see it,  
therefore it is.*



TO



UNDERSTAND

LEARNING OBJECTIVES



## Drink Liquid Death.

### A Bold New Experiment in the Art of Watering Our Bodies!

**L**iquid Death was created in June 2019 by Michael Cessario, former creative director of Netflix and also a promoter of punk and heavy metal bands. The brand of water is described as 100% mountain water from the Austrian Alps, served in ice-cold sustainable cans.

Yes, the water is packaged in a tallboy aluminum can, embracing the pro-environmental anti-plastic movement. The can's label is gold color with an image of a skull drawn in line art. An associated video (:60) shows a demon with an ax, violently smacking a slew of people drinking from the can, causing blood to spew out, thus symbolically murdering your thirst. A longer (1:31) video shows a satanic queen of an underground world (hell?) lamenting the fact that plastic bottles have polluted the earth above and are now seeping into her world, and she is on a crusade to torch them out of their plastic bodies. It calls out to help the demons bring #DeathToPlastic by getting involved at [keeptheunderworldbeautiful.org](http://keeptheunderworldbeautiful.org).

The brand invites us to join the Liquid Death Country Club (which is supposedly located somewhere in hell) and to join it, you have to "sell your soul."

On its Web page, the brand explains itself:

Let's be clear. Liquid Death is a completely unnecessary approach to bottled water. Because unnecessary things tend to be far more interesting, fun, hilarious, captivating, memorable, exciting, and cult-worthy than "necessary" things.

**Necessary Things: Breathing, colonoscopy.**

**Unnecessary Things: Smashing a guitar on stage and lighting it on fire or jumping over 14 Greyhound buses on a vintage motorcycle.**

**We started Liquid Death with the totally evil plan to make people laugh and get more of them to drink more water more often. How? By taking the world's healthiest beverage and making it unnecessarily entertaining.**

**100% Stone-cold Mountain Water, Death to Plastic. Murder Your thirst.**



## ATTENTION

### *Breaking through the Noise*

Choosing the right advertising medium can give your product exposure to the consumer. But getting exposure does not mean that you will also get the consumer's attention. Or even awareness. For example, if you are in a classroom, all the other students have exposure to you, and you have exposure to them; but this doesn't imply you will have noticed each one of them. At the end of the class period, you will walk out without even being aware of some of them. Exposure, yes; awareness, no; and attention, definitely not.

Now let us take a marketing example. Suppose you are selling Lucozade Energy Drink, and you placed an ad in the Christmas issue of, say, *Hello*. Lisa, your typical target consumer for this product, is flipping through this magazine. She comes to the page that features your ad, but she flips past it too. Your ad has failed to get Lisa's attention. Again, exposure, yes; attention, definitely not.



**Attention** can be defined as the allocation of mental processing capacity. When the attention is given, the mind focuses on a stimulus, ready and willing to process further information from that stimulus. Getting attention is a major concern for marketers, because most consumers face a flood of stimuli. For a stimulus to even be noticed, it has to make its presence felt to one of our five senses. Thus, it should somehow “catch” our eyes, ears, or nose, or leave a taste on our tongue, or feel different on our skin (touch). On one or more of these five sensory characteristics, it should stand apart from the surrounding environment. That is, it should be vivid.

**Vividness** refers to a stimulus' intensity and distinctness. Vivid sensory characteristics include bright colors, loud noises, strong aromas, strong tastes, or very rough or very silky textures. The key element required for producing the vividness effect is **contrast**—a stimulus' distinct difference from its environment or background. Although Lisa missed the Lucozade ad, she did stop to notice when she came to a page featuring Fleuvog shoes. Why? Vividness. The colors (a black body frame behind a red shoe) and the image are so stunning that they can't be missed, even if it be in the field of the peripheral vision of a reader cursorily browsing the magazine. Lisa made a mental note to check it out later at [Fluevog.com](http://Fluevog.com).



# BRAND POSITIONING & SENSORY MARKETING

*Delighting senses, occupying minds*

1

Reference Price and Its Role In Consumer Perception

2

Country-of-origin Effects on Consumer Perceptions

3

Branding: How it Wins Over Unbranded Equals

4

Uses of Perceptual Maps and Methods of Drawing Them

5

Brand Positioning/ Repositioning and Alternative Strategies for Achieving It

6

Consumers' Five Senses and How Sensory Marketing Lures Them



*In branded products, I trust.*



TO



UNDERSTAND

LEARNING OBJECTIVES

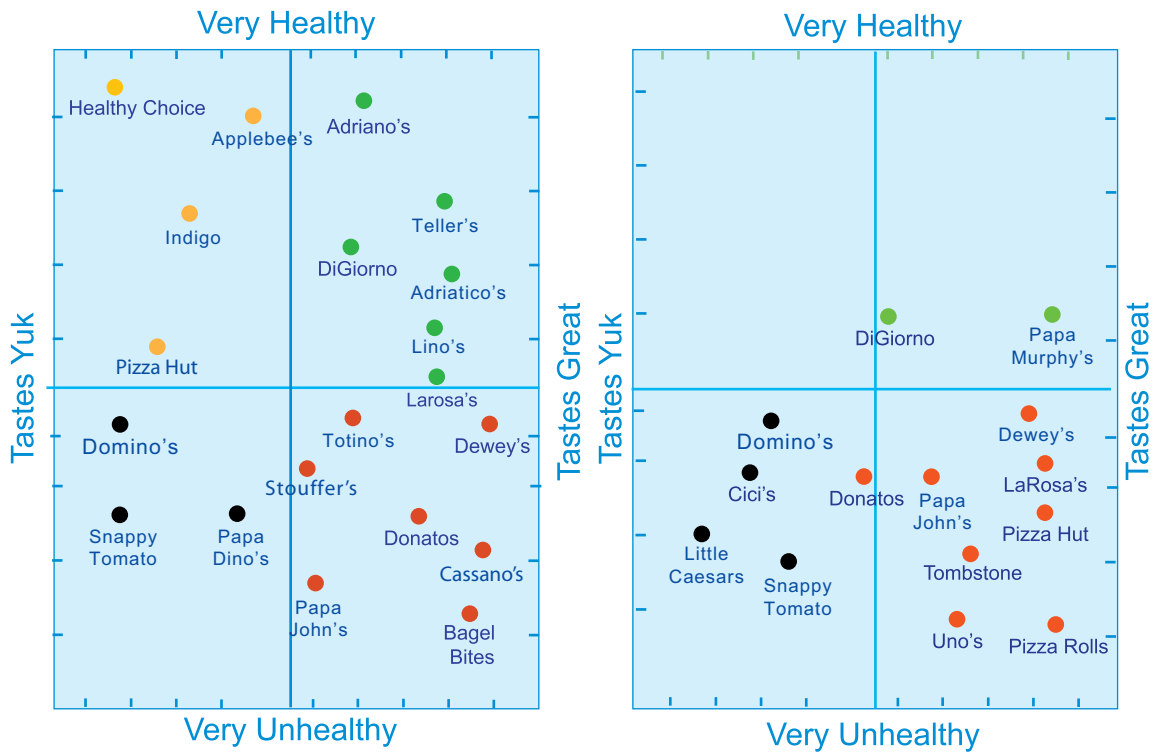
# Watch Our Minds Fool Our Senses



One evening, three marketing professors decided to play servers at MIT's Muddy Charles Pub. As customers rolled in and took a seat, one of the professors would approach them and offer two free samples of beer to taste. After tasting the samples, which were marked A and B, the patrons were asked which beer they would like a full-glass of. A majority of the patrons chose Beer B (59%).

Unbeknownst to the beer-drinking customers, Beer A was actually Budweiser, and Beer B was the same Budweiser but with a bit of balsamic vinegar added (2 drops per ounce of beer). The role-playing professors fondly called Beer B *the MIT Brew*. When the experiment was repeated with Sam Adams without (Sample A) and with the vinegar (Sample B), again a majority of the customers preferred Beer B. It was thus established that a small quantity of balsamic vinegar improved the perceived taste.

In the next experiment, the curious professors decided to tell the volunteer beer-tasting customers what the beers were: "This here is Sam Adams and this here Sam Adams with just a few drops of balsamic vinegar added." This time, a majority preferred Beer A, the one unembellished with vinegar. Compared to the 59% who had preferred the MIT brew in the first experiment, now only 30% of the customers wanted it!!



survey of consumers, along with the perceptual maps, you also elicit demographic and media information, then you can target this group of consumers.

3. **Modify the product** Consumers perceive your product as lacking certain features or qualities. This tells you what features you need to improve in your products so that you can advance your brand on the perceptual map.
4. **Correct the misperceptions** Finally, consider the case of the consumers who have judged your product to be inferior to the products of certain competitors, but who view your product as on par with (if not superior to) these competitors' products when the product is tested and/or analyzed objectively. Obviously, consumers have come to hold misperceptions about your brand. You need to correct these perceptions by communicating the true attributes of your product and by encouraging these consumers to sample your product.

## 6

## SUMMARY

In this chapter, we examined five areas of application where perception influences consumer behavior. (i) the psychophysics of consumer price perceptions, (ii) country-of-origin effects, (iii) brand image and brand extensions, (iv) perceptual maps and positioning; and (v) sensory marketing. Any given price is perceived as good or bad depending on what is known as *reference price*. The country of a product's origin affects consumer perception of a product's quality. Some brand extensions are perceived as natural and are therefore assimilated by consumers; others are perceived as misfits and rejected. Perceptual maps place competing brands in a common space, and these maps then guide the marketer to reposition a brand.

The last application, sensory marketing, concerns how marketers are structuring the

entire marketplace environment to appeal to consumers' various senses. In this section, we highlighted the sensory experience of stimuli through each of the five senses: sight, hearing, smell, touch, and taste. Whatever the ultimate benefits and appeal of products, these must first pass through our sensory screens. It behooves marketers, therefore, to design all stimuli with noteworthy sensory experiences, with attention to each of the five senses. With the increasing deployment of multi-media technology, both in physical and digital worlds, the potential for sensory marketing is vast. As marketers and students of consumer behavior, becoming aware of consumer perception processes will help you fashion your marketing mix for maximum perceptual advantage.



## 6

## KEY TERMS

Brand image

Country-of-origin effects

Odd pricing

Perceptual maps

Positioning

Quality cue

Reference price

Repositioning

Sensory marketing



## 6

## YOUR TURN

**REVIEW+Rewind**

1. Explain the concepts of positioning and repositioning. The chapter describes several approaches to repositioning a brand in the consumer mind. Briefly explain each with a current example.
2. What is meant by internal and external reference price? What is its relevance to a company's pricing decisions?



## 6

## YOUR TURN

**THINK+Apply**

1. Assess all ads in the book so far in terms of their effectiveness in creating distinct positioning for the advertised brand. Next, find an ad for each method of positioning and repositioning, and comment on their likely effectiveness in creating a distinct “brand perception” in the consumer mind.
2. What advice would you give a company considering a product line extension—should it use a family name or new, individual brand names?

**PRACTICE+Experience**

1. Set up a blind taste test for two brands of cola or power drinks. Have consumers choose between the two brands with their brand names: (a) not revealed, (b) revealed correctly, and (c) revealed falsely (i.e., call each drink by the other’s name). Tally, for each condition, the proportion of those who chose the brand they usually and knowingly prefer, versus those who misjudged their brands. Summarize your findings.
2. Get three consumers to draw perceptual maps for (choose one):
  - a. Five brands of jeans;
  - b. Five brands of athletic shoes;
  - c. Five brands of credit cards;
 Then adopt one of the brands as your company’s brand, and suggest marketing action to improve its perceptual position, separately, for each of the three consumers.
3. Visit your local supermarket, and browse through the product displays of three categories: beverages, candies and cookies, and men’s grooming products. Identify brands that do a good job of (a) establishing a distinct visual identity, and (b) creating a pleasurable sensory experience.
4. Visit your local mall and make a list of all stores that utilize one or more of the five sensory stimuli to appeal to consumers. For each selected store, list and describe examples of each of the five sense appeals. Next, choose two stores that might be utilizing some but not all feasible types of the five sense appeals, and suggest how they could bridge this gap.

**MORE THAN THE PRODUCT’S OBJECTIVE QUALITY, CONSUMER PERCEPTIONS OF IT MATTER. AS MARKETERS, IT IS OUR BURDEN TO SHAPE THESE PERCEPTIONS TO ALIGN WITH OUR BRAND’S REALITY. AND ALSO OUR OBLIGATION.**



# CONSUMER LEARNING

From classical to cognitive

1

**T**he Purpose of Human Learning

2

**F**our Models of Consumer Learning

3

**R**oles of Intrinsic Vs. Extrinsic Rewards in Winning Consumer Loyalty

4

**L**ow and High Involvement Learning

5

**S**timulus Generalization and Discrimination

6

**S**ix Innovation Characteristics that Promote Consumer Adoption



*Engage me and I will learn.*



TO



UNDERSTAND

LEARNING OBJECTIVES



# The Food of the Future is Here

**I**magine a restaurant where everything is 3D-printed. Everything—tables, chairs, plates, utensils, and the food itself. This is exactly what the scene was at FoodInk, a pop-up restaurant in London, for 3 days in 2016. The restaurant admitted 10 diners per sitting for a nine-course menu, at £250 a head, with dishes printed as the diners watched.



The food is printed by machines made and supplied by byFlow, a Dutch startup. The company supplies the ingredients, recipe books, and software. The ingredients are all natural and are puréed, and then they flow out of syringes on plates. The food is sculpted in beautiful designs, and extraordinary taste is the principal goal of the chef in crafting the recipes and in choosing the all-natural ingredients.

The machine enables chefs to experiment with new dishes, and also create artistic designs that were not possible before. Says Jan Smink, the celebrated Top Chef and Ambassador of byFlow.

*By using the Focus 3D Printer I'm able to make forms and shapes that would otherwise not be possible. I can surprise my guests with a unique experience that is very tasty as well.*



In 2018, visitors to Horecava 2018, the biggest Food Industry event in the Netherlands, could taste some of the dishes.

The machines are now available for home use from an array of makers. The byFlow printer weighs only 16 lbs., folds down in a suitcase for easy portability, and takes a mere 20 seconds to set up and be print-ready.

FoodInk plans to bring the experience to all the iconic cities in the world. One may be coming to your city soon!



## Introduction

While the pop-up restaurant events serving 3D-printed food held in various cities by FoodInk have received rave reviews, the technology has not been adopted widely yet. The machines cost about \$3,000, a small expense for restaurants. But before restaurants adopt them en masse, there has to be strong consumer demand. And while the 3D-food printers are pricey for an average consumer, they are not out-of-range for the more affluent consumer class. What is needed is for consumers to learn to develop a taste and a desire for the machine-extruded, sculptured food.

Every marketer wants consumers to learn—learn the brand name, the product’s benefits, its image, its story. The world of goods is filled with thousands of brands, and consumers learn about them over a lifetime. Some of these are things consumers are motivated to learn; others they learn inadvertently—without motivation, without trying, sometimes even without being specifically aware. Whether garnered with motivation or assimilated effortlessly, learning is critical to our growth as humans. And learning about the marketplace is absolutely essential for us to navigate the world of goods and pluck from it what will meet our needs and make our lives easier. And happier.

Since marketers are busy teaching consumers all sorts of things about their products, it would help to understand how consumers learn. We are going to explain consumer learning in this chapter, for marketers’ benefit and for your benefit as well. Let us begin at the beginning: by defining *learning*.



## Consumer Learning Defined

**Learning** is acquiring a response to a stimulus. Suppose you are in a fruit and vegetable store in an Asian country (or an ethnic store in your own country) and you see dragon fruit—a fruit you have never seen before. What would you do? And if you saw, say, passion fruit—a fruit you tried recently at a friend’s home and liked—what would you do? Most likely, you would put the passion in your shopping basket and ignore the dragon. Thus, you would have learned a response to passions but not to dragons. And once you had acquired a response, you would use it automatically in similar future situations.

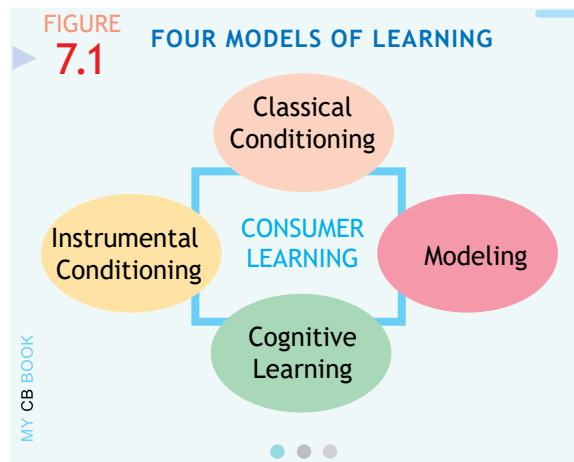
A learned response can be mental, or it can be behavioral. When we see a shirt with the Zara name on it, we conjure up an image of well-made, prestigious clothing (a mental response); when we hear Cardi B is coming to town, we quickly buy a ticket for her concert (a behavioral response). As humans, we learn because it helps us to respond better to our environment.

Consider a child who accidentally puts his hand on a hot light bulb. She would learn to never again touch a hot light bulb. Or a consumer who gets trapped into buying a substandard product from a mail-order company learns never again to buy anything from that company, or perhaps from any mail-order firm. Conversely, when consumers, wary of the authenticity of sellers on Etsy, receive the product just as they expected, they learn to trust Etsy sellers. Along the way, as they track items for price changes, they even learn the best strategies for buying, avoiding the mistakes made the first time. With each experience, they learn to adapt their responses better. Thus, the purpose of all human learning is to acquire a potential for future adaptive behavior.

**The purpose of all human learning is to acquire a potential for future adaptive behavior.**

## FOUR MODELS OF CONSUMER LEARNING *Or, How the Dog, Pigeon, Monkey, and Computer Get It*

There are four mechanisms, or models, of consumer learning. Although we may not know them by their names, we use all four of them in our everyday lives. They are called classical conditioning, instrumental learning, modeling, and cognitive learning. See Figure 7.1.



## 7

## SUMMARY

In this chapter, we discussed the consumer as a learner, describing four models of learning: classical conditioning, instrumental conditioning, modeling, and cognitive learning. Classical conditioning occurs when a preexisting consumer response to a stimulus (product, service, or person) is transferred to another stimulus, due to their occurrence together. Instrumental conditioning occurs when consumers learn to engage in a behavior repeatedly because the behavior is rewarding. Modeling occurs by observing other consumers whose behavior we find worth imitating. Finally, cognitive learning occurs when consumers obtain new information.

Marketers take advantage of these learning models by structuring their product communications in a fashion conducive to the learning of desired consumer responses. For example, they use classical conditioning by constantly pairing attractive celebrities or likeable non-celebrities or objects of specific prior meanings with hitherto neutral

brands. Through this pairing, the image of the celebrity or other objects rubs off on the product. Marketers also offer frequent buyer rewards as instrumental to consumers learning to patronize those marketers. These are extrinsic rewards, however, and we highlighted the role instead of intrinsic rewards in creating true brand loyalty. The modeling method of learning is promoted by giving free product samples to people likely to serve as role models for other consumers. And cognitive learning is utilized with the appropriate design of messages for low-involvement versus high-involvement products.

Next, we discussed how and why consumers learn to adopt or not to adopt a new product innovation. Consumers desire certain characteristics in innovations, namely, relative advantage, low perceived risk, low complexity, easy communicability, behavioral and value compatibility, and trialability.



## 7

## KEY TERMS

Behavioral compatibility	Innovation	Relative advantage
Classical conditioning	Innovation adoption	Rote memorization
Cognitive learning	Instrumental conditioning	Stimulus discrimination
Communicability	Learning	Stimulus generalization
Complexity	Modeling	Unconditioned stimulus
Conditioned stimulus	Problem-solving	Value compatibility



## 7

## YOUR TURN

## REVIEW+Rewind

1. Define conditioned and unconditioned stimuli, giving examples of each.
2. Explain extrinsic versus intrinsic rewards, citing examples. What are their relative merits and demerits?
3. Compare and contrast high-involvement and low-involvement learning.
4. Describe what is meant by stimulus generalization and stimulus discrimination. Explain how marketers use these concepts.
5. List any six criteria that an innovation should meet in order to attain consumer acceptance.

## THINK+Apply

6. Should marketers try to transform consumers from a low-involvement to a high-involvement mode of learning? Why or why not?

## PRACTICE+Experience

1. Collect advertisements that illustrate, separately, how advertisers base their messages on one or the other model of consumer learning.
2. Interview 2 or 3 consumers who may have adopted a new product recently. Ask questions to understand how they viewed the new product on the innovation characteristics described in this chapter.
3. Assume you have recently accepted a position as marketing director of a local museum. You recall the concepts of instrumental conditioning and wonder if it can help you develop ideas for getting your member patrons to visit the museum more often. Write a memo for your director, outlining various approaches (utilizing both intrinsic and extrinsic rewards, specifying which is which) to get consumers to visit the museum more often.



LEARNERS—THAT IS US.

WE ARE CONSTANTLY LEARNING SOMETHING. WITHOUT LEARNING, OUR PROGRESS AS PEOPLE WILL STOP. LEARNING EMPOWERS US—IN LIFE, AND IN THE MARKETPLACE.



# CONSUMER MEMORY FOR BRANDS

*From mnemonics to nostalgia*

1

**C**onsumer Memories: Short-Term, Long-Term, Episodic, and Semantic

2

**H**ow STM and LTM Talk to Each Other

3

**T**hree Methods of Transferring Information from STM to LTM for Brands

4

**M**nemonics and Elaboration as Alternative Methods of Memorizing

5

**A**ssociative Network of Memory of Brands

6

**T**wo Motives for Nostalgia and Marketer Response to Satisfy Them



*Your brand is on my mind.*



TO



UNDERSTAND

LEARNING OBJECTIVES

## Liberty Mutual: An Adventure in Brand Messaging

This :30 commercial opens with a young man in front of the statue of liberty. Actually, the commercial shows the shooting of the commercial, sort of “behind the scenes” footage, which, by intent, itself becomes the commercial. The young man is actor Tanner Novlan (who cut his acting teeth on *Modern Family*, 2009). His role requires him to speak out one simple line, but his character repeatedly flubs it. In one of the many retakes, he can’t even deliver the company’s name, and frustrated, he quips, “Are we married to *Mutual*?” In another retake, he gestures behind his left side, and the photoshoot director points out: “the Statue of Liberty is on your right side!” After several retakes, the director (off-camera) just gives up and says, “Okay, we will just lip-sync the dialog.” So, our talented actor (flubbing is role-playing) simply mouths the words. As Tanner lip syncs, an off camera announcer delivers the sentence: “Liberty Mutual customizes your insurance so you only pay for what you need.”



In other commercials, the company has adopted an emu (in part a digital creation) as its brand mascot and actor David Hoffman as its enduring brand promoter. Hoffman plays a detective, driving a big stretch car with a siren and a prominent brand logo painted on the car and emu as his constant buddy/sidekick.



In one commercial he is sporting long hair (‘80s style), riding in an elevator (with his buddy emu, of course) and when he spots another person standing in front of him, who also has long hair, he delivers his sales pitch: “You are not like everybody else. That’s why Liberty Mutual customizes your insurance. So, you only pay for what you need.” Startled, the man turns back and asks, “What?” He removes his headset (which was hidden under his long hair). Realizing that the man had heard nothing, Hoffman begins to deliver the pitch again, when suddenly the man realizes this was his floor and gets off the elevator, leaving the actor and his buddy emu swallow back the undelivered pitch.

Of course, we all know the pitch by now and we admire the clever choice of emu as a brand mascot. The commercials use a number of “tools” that help consumers memorize the brand and the message. We will return to these shortly, but first let us study some basic concepts of memory.

(The images are for illustration only and do not purport to resemble or reflect the brand or the commercial.)

**S A V V Y  
MARKETER**



## CONSUMER INFORMATION PROCESSING

### Memory and Remembering

#### Inside the Supercomputer

Whereas the other three models of learning are applicable to non-human creatures as well, only humans have the capacity for cognitive learning, because only humans have the capability to process information. Here is the phone number for the University of Cambridge: 44 (0) 1223 337733; and for the Office of the Prime Minister of Canada: 613 992 4211; and, finally, for the White House: 202 456 1414. Can you memorize these? At least one of them? You are able to memorize the last one, or maybe even the middle number, right? This is because these are shorter, but also because they are only seven digits long (not counting the area code). Seven is also the number of digits (more exactly speaking, 'seven plus or minus two') a human can memorize at a time. Seven digits, seven letters, seven names, and so on. Psychologist George Miller has established through research that we are able to memorize seven bits of information, plus or minus two, at a time.<sup>1</sup>



It is a good thing that many of our phone numbers are seven digits or shorter.

When we combine bits of information and treat the combined entity itself as a unit, with a meaning of its own, then that becomes a new single bit of information. This combination of bits into a new unit is called **chunking**. Thus, 911 is a single bit or chunk that stands for the emergency phone number in the US and Canada (and in a few other countries such as El Salvador, Fiji, and Uruguay); it is 999 in the U.K. We can memorize seven bits of information, make it into a unit, and then move on to memorizing a new set of seven bits of information.

Our minds are also able to quickly form into chunks some simple multi-digit numbers such as 3000, 6666, etc. (London Business School has cleverly chosen its number to be 44 (20) 7000 7000!) Furthermore, words we are already familiar with form a unit, no matter how many letters they may have. Thus, President's Delight as a brand name can be memorized quickly because both the words are already familiar.







# CONSUMER VALUES, PERSONALITY, AND IDENTITY

*The reality of our multiple selves*

1

**V**alues That Guide Our Living and Our Consumption

2

**T**he Concept of Means-End Chains: When Product Attributes Serve Our Values

3

**F**reud's Personality Theory and the Trait Theory of Personality

4

**T**he Difference Between Personality and Self-Concept and Ways to Measure Each

5

**O**ur Multiple Selves and the Role of Possessions in Our Extended Selves

6

**P**ersonality or Self-Concept: Which Do Consumers Consume?



TO



UNDERSTAND

LEARNING OBJECTIVES

*I want my consumption to reflect my values*

## Silo—Eat Here and Delight Your Palate and Your Soul Alike!

Welcome to Silo!



Silo, the world's first zero-waste restaurant, is nestled between artists' studios and a craft brewery, in the Hackney Wick district in East London, UK.

Here the tables are made by a local craftsman from sustainable ash and recycled plastic packaging. Some tables and stools in the bar area are “grown,” as mycelium, a kind of fungi grown inside preformed molds, then baked to harden. The furniture is robust enough for heavy use, of course, but it is also compostable.



The restaurant has its own flour mill, makes its own oat milk, churns its own butter. All other ingredients arrive from suppliers in reusable bins, and all dinnerware is made from recycled plastic and none is single-use type. Its chefs follow a “nose to tail” and “flower to root” ethic, meaning all parts of an animal or a plant are used up. So as to not waste any food ingredients, trimmings and cutoffs from one dish are utilized in another dish. Leftover food is composted and the compost sent back to farms, thus “closing the loop.” Both the dishes and the ambiance feel fine-dining.

The company website boasts:

*At Silo we choose to provide quality through purity, adopting a more primitive diet with techniques both modern and ancient. We choose food sources that respect the natural order, allowing ingredients to be themselves without unnecessary processing. By creating everything on site from its wholest form we can capture real food, and real food tastes better.*

Open since November 2019, the venue is a two-floor physical enclosure, constructed by materials such as cork, mycelium, and up-cycled leather. A large hand-crafted counter is made from upcycled plastic packaging. The ceiling is iron-beamed, and scarlet nets hang down, holding slabs of felted wool. The place could easily be mistaken for a museum.

“Silo has the scale and gravity of a place of worship,” writes Tim Hayward in *Financial Times*.

## Introduction

**S**ilo. Its founder and master chef Doug McMaster has a singular mission: to help us reduce the negative impact of our food consumption on our planet, without sacrificing the pleasures of our palates. According to USDA, over 30% of all food in the US is wasted. And restaurants discard 84% of unsold food, equal to \$160 billion annually. In the US, food waste and packaging account for nearly half of the material sent to landfills. Worldwide, food waste accounts for 8% of greenhouse gas emissions.



There are other restaurants on the same crusade: Nolla in Helsinki, Wolf in Los Angeles, Instock in Amsterdam, among others. The question is, will enough consumers patronize them. That depends on our core beliefs about climate change and our value system on consumption as a human activity.

Values are the foundation of all our thoughts and actions. Both as humans and as consumers. They also form the core topic of this chapter. Because our values constantly guide, covertly and overtly, our preferences and actions, we develop into unique people, psychologically speaking, different from other people. This “psychological person” is called *personality*, and its mirror image, *self-concept*. We live our self-concepts by choosing our objects of consumption, weaving them into the mosaics of our lives, called *lifestyles*. As consumers we buy products not only because we need them as biological beings, but also because we need them to live our lifestyles.

We cover these concepts in this chapter. For marketers’ benefit, of course, but even more importantly, for our own insight. We must understand why we live the way we do. Read on.



Should we really care about our environment? Should universities have minority quotas for student admissions? Was it right for the NFL to ban Colin Kaepernick in 2017? Or was the apology issued in 2020 in the wake of George Floyd protests warranted? Should governments ban all violent video games targeted at children? Should a fast-food burger chain be held responsible if a consumer got heart disease from eating its fattening burgers? All these questions call for “value judgments.” Our answers will depend on what our values are.

and energy; (2). Using products that do not pollute the environment, e.g., organic produce versus produce farmed with pesticides; (3) Using products that use materials that are compostable or recyclable; (4) Avoiding the use of products that produce excess non-recyclable materials, e.g., single-use plastic bags. In recent years, some retailers have stopped using plastic shopping bags and plastic straws with drinks and some products are now being made with old discards, an approach called *upcycle*. For example, in 2019, Tommy Hilfiger launched 100% recycled cotton jeans. The impact 7 billion consumers can make on our planet by more conscientious consumption can hardly be overstated.

**Hedonism.** **Hedonism** means seeking pleasure, especially sensory excitement or sensory delight. Consumers high in hedonism prefer leisure over work; personal enjoyment trumps consideration for others; it also trumps personal accomplishment. This value leads consumers to engage more in “eat, drink, and be merry” behavior. Naturally, such consumers provide an attractive target for restaurants and places of entertainment, and for sensory products like movies, video games, rich, decadent food, etc.

**Materialism.** **Materialism** is a belief that acquiring material products brings happiness. People with this value desire as many products as possible. They also judge success—their own and others’—by the kinds and plethora of products one owns. In modern times, our materialism is making us a society of overconsumption.

**Health.** **Health** as a value means we consider our health very important and we are motivated to maintain and preserve good health. In a sense, everyone wants better health, but not everyone is willing to sacrifice the joys of delicious but fattening food or the comfort of sedentary lifestyles. People who value their health seek healthy food ingredients, such as organic produce and vegan restaurants. They avoid soda, sugar, and artificial ingredients.

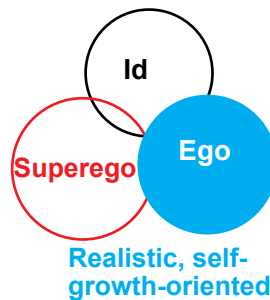
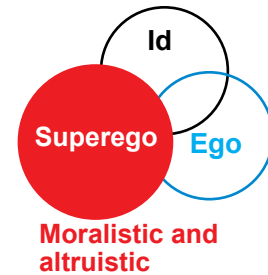
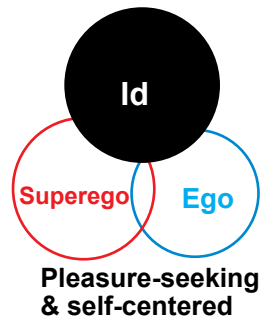
**Fair Trade.** Many products in the industrialized world are now actually made in the third-world countries where workers are paid meagre wages and children are exploited as workers. To many consumers, unfair wages and child labor violate humanitarian values. **Fair trade** means products are certified that their production was made with fair trade practices. For example, Starbucks claims its coffee is fair trade, and this appeals to consumers who value Fair trade.<sup>3</sup>

### CB Notes

One Chinese traditional value is “Man-nature orientation”—the belief that man and nature must exist in symbiosis (as opposed to pursuing material progress rather than preserving nature). In a study of Chinese consumers, those who scored high on this value were found to be more ecologically conscious.<sup>a</sup>

In consumer behavior, id-dominated persons would seek more hedonistic consumption and be unrestrained in their desire for buying and consuming. Superego-dominated persons would shun anti-social consumption and advocate pro-social consumption. Persons with a well-developed ego would show a consumption pattern balanced between the other two types; they would also more likely engage in self-growth-oriented consumption (e.g., enrolling in skill-development courses).

Because many of the id's urges are socially unacceptable, they are suppressed. Subsequently, they find their expression in alternative ways that are more acceptable to society. Behaviors that express themselves in this manner are called *defense mechanisms*.



## SELECTED CONSUMER PERSONALITY TRAITS

Just as for our life in general, so also with our life as consumers, there can be hundreds of personality traits. Below we have selected six that influence our behaviors as consumers in significant ways. This is not a standard list, but we consider these important and worthy of study.

### Innovativeness

Have you ever noticed how some people rush to buy new products as soon as they are introduced? These consumers have the personality trait of **innovativeness**, defined as being predisposed to embrace *new* products, ideas, and behaviors. They are not necessarily seeking instant gratification, mind you, nor are they reckless, impulsive buyers. Rather, these consumers strive to push the boundaries of benefits they are receiving from their current products, and they are quick to see the merits of innovative products. You can score yourself on this trait using the scale given in Table 9.2. Innovative consumers are the ones marketers should target for their new products.

### Variety/Novelty Seeker

Do you get easily bored with going to the same restaurant, pub, or park? Are you always excited whenever you meet new people? Do you change your wardrobe frequently? Do you have more than one (or two) wristwatches, more than one (or two) pairs of eyeglasses, more than one (or two) cell phones, and/or more than one (or two) stress balls (!)? If your answer to these questions is a yes, then you have the personality trait of **variety seeking**, defined as desiring new and diverse experiences. Variety-seeking consumers embrace change and, innovation or no innovation, they want a different “toy” every week, so to speak. Novelty/variety seeking has also been termed *sensation seeking*, and

TABLE 9.2 MEASURING CONSUMER INNOVATIVENESS	
	Strongly disagree 1 2 3 4 5 Strongly agree
1. When new products (relevant to me) come out in the market, I am one of the first ones to buy them.	_____
2. I am interested in finding out about the latest innovations in products I use.	_____
3. Often I use products in unusual ways to get more out of them.	_____
4. It is too risky to buy products as soon as they come out.*	_____
5. Clothing, music, electronics, food products, or whatever, I usually wait for other people to try out new trends.*	_____
Note: To score yourself, reverse score the items marked *, and then add all item ratings. The higher the score, the more innovative you are, with 15 being the middle point. (Your score)	
Source: Author's research files	

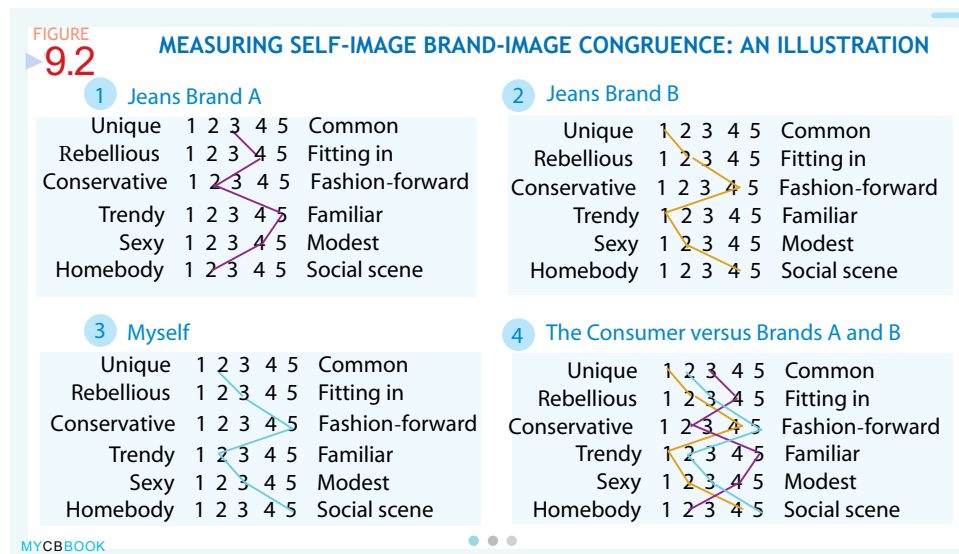


Note. The measures of Innovativeness and Variety-Seeking above and Measurement items for uniqueness, vanity, materialism (next page) are for illustration only, based on the author's intuitive reflection, informed by literature. They are useful for teaching and for managerial research. For academic research, see Endnotes:

measure it more efficiently, we can give consumers a list of words that describe a person—any person—and ask them to check off words that apply to them individually. A related approach is to prepare a short list of opposite word pairs (e.g., unique/common) and ask consumers to mark a location between the two endpoints. Using this scale (see Figure 9.2), we can ask consumers to rate themselves; furthermore, we can ask them to rate themselves separately in terms of their actual and ideal self-concepts, if we like.

One marketing use of such a measurement scale is based on the theory of *image congruity*. **Image congruity** theory states that we like to associate ourselves with objects (things, activities, and people) whose image is congruent with our own image of ourselves. Thus, if we believe that we are contemporary, trendy, and innovative, then we would want to consume only those products and brands (especially if they are conspicuous) that are contemporary and trendy. That is, our consumption is driven by self-concept brand image congruence.<sup>18</sup>

This congruence can be assessed by using the same self-concept scale. In addition to asking consumers to rate themselves using this scale, we can then ask them also to rate their impressions of a brand, say, FEIGN or Entireworld—both launched in 2018, or established brands like Rock & Republic or Stacy Adams. A comparison between self- and brand ratings would reveal which dimensions of a brand's image would need to be modified to bring the brand image closer to our target consumer's own self-image.





CHOICE  
READING

## OUR EXTENDED SELVES IN A DIGITAL WORLD

Has the Internet and digital technology changed the way we build, enact, and communicate our *selves*? The answer is a resounding yes. In a big way. Actually, in five big ways:

**1. Dematerialization** Many of our possessions, once in physical form, are now in digital (i.e., nonmaterial) form, the principal examples being our music, photos, and videos. This is called dematerialization. These personal possessions, not only a source of hedonic experience, were (and are) also our identity-markers as they show our tastes. Freed from their “plastic prison,” they are now easier to acquire, categorize, and share, and even build a listening community around them; consequently, they enable a breezier avenue of expressing our extended identities. Such ease of communication enhances their identity marker role and, in turn, they acquire greater centrality in our self-schema.

**2. Reembodiment** The Web also allows us to construct a digital self, breaking free from our physical bodies, with all its defects, real or imagined. On the Web we can be whatever we want to be—by Photoshopping our photos, disguising our appearances with props and embellishing them with accessories we may not be able to afford in the real world; by building or adopting avatars, with new skins, dressing them with hairstyles and clothes that index our imagined ideal *selves*. Moreover, on the Web, we get to be known primarily by the content we create, curate, publish and share. In the physical world, our physical body and our physical possessions (or lack of them) are the most visible window into our identities, while our thoughts are accessible only to a few. On the Web, it is our thoughts that we choose to share that form our most visible persona by which others know what kind of people we are. Although these thoughts are non-physical in form as all thoughts are, in the human mind they are autonomously attached to our visualization of people’s physical identities. In other words, we are acquiring new bodies, so to speak, i.e., our selves are being reembodyed.

**3. Sharing** The Web allows us to share more, more easily, and more widely. By sharing our “creative writings” called “posts” on our social media timelines and by sharing those facets of our lives that we wish to showcase, we write our mini-autobiographies, progressively, every day. These days everyone is an author, so to speak. These autobiographies are self-serving and embellished but also reflective of our inner, real self, and, most of all, joyful. It is debatable which is more real: the self we live in the physical world, tethered in the physical reality of limited resources (money, health, talent), or the person we really wish we were and we believe we could become only if we had more resources (and which we are able to construct on the Web).

The digital self thus constructed on the web is both less and more real. It is less real in that the self that lives in the physical world is the only self that has an actual job, actual family, an actual lifestyle; all else is mere fantasy. It is more real in that our inner selves are now finding true expression. To cite a popular example: If a 45-year-old person really thinks of himself or herself as being a 25-year-old and acts out the spontaneity and youthful energy of a 25-year-old, which is more real—that his or her chronological clock reads 45 and that the external world views him or her to be 45; or that in his or her own internal, subjective experience, he is 25? Scholars call it the “disinhibition effect”—online we get anonymity and freedom from the face-to-face gaze and thus are able to shed our inhibitions and







# CONSUMER PSYCHOGRAPHICS AND LIFESTYLES

*How we choose products to build our lives' mosaics*

1

**T**he Concepts of Lifestyles and Psychographics

2

**M**ethods of Measuring Lifestyles and Psychographics

3

**P**sychographic Segmentation: VALS™ and Other Lifestyle Portraits of Consumers

4

**M**arketing Applications of Psychographics

5

**S**tatus Consumption and Voluntary Simplicity

6

**G**eodemographics: How Where We Live Defines Us



TO



UNDERSTAND

LEARNING OBJECTIVES

*With brands, I build the mosaic of my lifestyle*

## Ripped Jeans, T-Shirts, Polos, And Pearls— Please Give Me My Identity!

**H**ello, I am Bianca Hutton, the surfer, golfer, fashionista girl from Finland, now “living it up” in the American marketplace.

I am an upbeat, positive girl who likes to smile. I never really get angry or annoyed but feel that people sometimes act in a very disappointing way. I like attention but do not put myself in the spotlight. I aspire to be something great, but I cannot plan my life to the last detail. I live by the motto that everything happens for a reason. I also believe that people need to educate themselves constantly and I try to look for cues in books, in TV series, and from work and school experiences. I am compassionate and, in addition to my hobbies (golf, tennis, piano, horse riding, choir, skiing), I volunteer my time for many different causes.

Back home I am strictly the pearls-and-Polo girl. Here in the U.S., on any given day you can find me in as many as five different outfits: a casual, student look for the classroom; athletic sweats for the gym; a golfer ensemble in the afternoon; sorority girlwear in the evening; and a preppy business-suit look somewhere in between. My wardrobe betrays my inner dilemma—I have not yet determined exactly who I am inside.

My surfer girl outfit unlocks my passion for a carefree lifestyle, and the Bohemian side of me comes through more in conversation. My grown-up look makes me feel determined and motivated, ready to succeed in life and tackle any problem with a level-headed, intelligent approach. I have come to the conclusion that although I can put up a front of being mature and well-rounded, my desire to wear ripped jeans and a T-shirt with a surfer brand logo on it means that I am still a child at heart and that I am still discovering who I am and who I want to be.



Bianca Hutton, a not-so-ordinary consumer, still discovering her identity

## INTRODUCTION

**Bianca**, the star of our story, is in some ways a typical, recently graduated 20-something woman. And yet, in some ways she is unique as well. Like many consumers of her age and life stage, she juggles school, work, sports, and family and friends. But she juggles as well her many identities. Her brief autobiography is a window into her personality and her sense of self. It is also a window into her consumption habits (although her present essay is limited to consumption of clothing). Marketers wish they could get every consumer to write such autobiographies. So, they do the next best thing—they write them for their consumers. And call them *psychographics*.

## PSYCHOGRAPHICS

**Psychographics** are characteristics of individuals that describe them in terms of their psychological and behavioral makeup. They describe a person in terms of his or her mental makeup and the behaviors it produces. They comprise the sorts of things people do in everyday life and what they think about matters that fill their worlds. All these clusters of thoughts and actions make up psychographics.

### LIFESTYLE

#### Bohemians, Soccer Moms, and Other Consumer Types



Values, personality, and self-concept are abstract ideas. It is in our lifestyles that they materialize and take concrete shape. They form both the engine and the navigator of our lifestyles, driving and guiding their flow. Lifestyle is simply the way we live—our patterns of living. Patterns of living comprise the activities we undertake, the ways we spend our money, and the ways we use our time. Consider these two portraits:



**Candice** Candice is a working mom. She likes to go out rather than stay at home and dislikes household chores. She attends parties where there are a lot of people and a lot of music and dancing. She also frequents art galleries, theaters, and museums. And she likes to dress in high fashion and loves to shop in boutiques

**Thelma** Thelma stays at home, taking care of her two children. She spends her days productively, immersed in running a household. She enjoys cooking and baking, especially baking cakes. She sews her own clothes and dresses modestly. She wears very little makeup. And she spends most of her time at home even on the weekends, entertaining relatives and friends.<sup>1</sup>

How do consumers live their lifestyles? How else, but by engaging in activities that entail, inevitably, the use of products and services? Thelma obviously eats out less, but she buys more food items from the supermarket than Candice does. Candice, on the other hand, uses babysitting services more than Thelma does. Candice also uses dry cleaner services more, whereas Thelma buys more laundry detergents. Candice is a frequent visitor to fashion boutiques, whereas Thelma sews most of her own and her family's clothing and buys the rest at a department store. Candice's ideal vacation would be a trip to Europe, whereas Thelma's would be a camping trip with the family. When it comes to building a lifestyle, consumers are like artists, producing a piece of art, and they use products to build the beautiful mosaics of their lifestyles. Products are the building blocks of lifestyles. Because commercial products play a major role in consumers' enactment of their lifestyles, lifestyles can explain consumer behavior significantly.

Every consumer has a unique lifestyle. Consider, for example, two lifestyle types—both urban, identified through research—called *Bohemian Mix* and *Kids & Cul-de-sacs*.<sup>2</sup>

**Bohemian Mix** The Bohemian Mix are young residents of urban hodgepodge neighborhoods. The majority (3 out of 4) are never-married or are divorced singles, and they are predominantly students, artists, writers, actors, and the like. They live somewhat adventuresome, funky lives, exercising both their bodies and minds, hanging out at sidewalk cafes, public libraries, bookstores, and health food stores. They participate heavily in social and voluntary organizations, benefit programs, and protest campaigns on social issues.

**Kids & Cul-de-sacs** This group defines the typical suburban family. With young children at home, they are predominantly upper-middle-class professionals, soccer moms, and barbecue dads. Their leisure activities are centered around their children: school games, class projects, video rentals, visits to the zoo or local theme park, and trips to fast food or pizzeria restaurants. Their favorite vacation spot is Disneyland.

Notice how dramatically different these two lifestyles are. Do these lifestyles require different products? Of course, they do. How else would consumers live their lifestyles differently?

Bohemians shun domestic cars and disproportionately buy foreign cars that are compact in size. They also shun fast-food restaurants and prefer healthy food; and you won't find them hanging out in bars; instead, their hangouts are art galleries, coffee shops, and leftist bookstores. In contrast, Kids & Cul-de-Sacs own multiple vehicles, at least one of which is usually a minivan or an SUV, perfect for carting their kids around. They are not excessively health-conscious. They often barbecue and they seek out family-style mainstream restaurants.



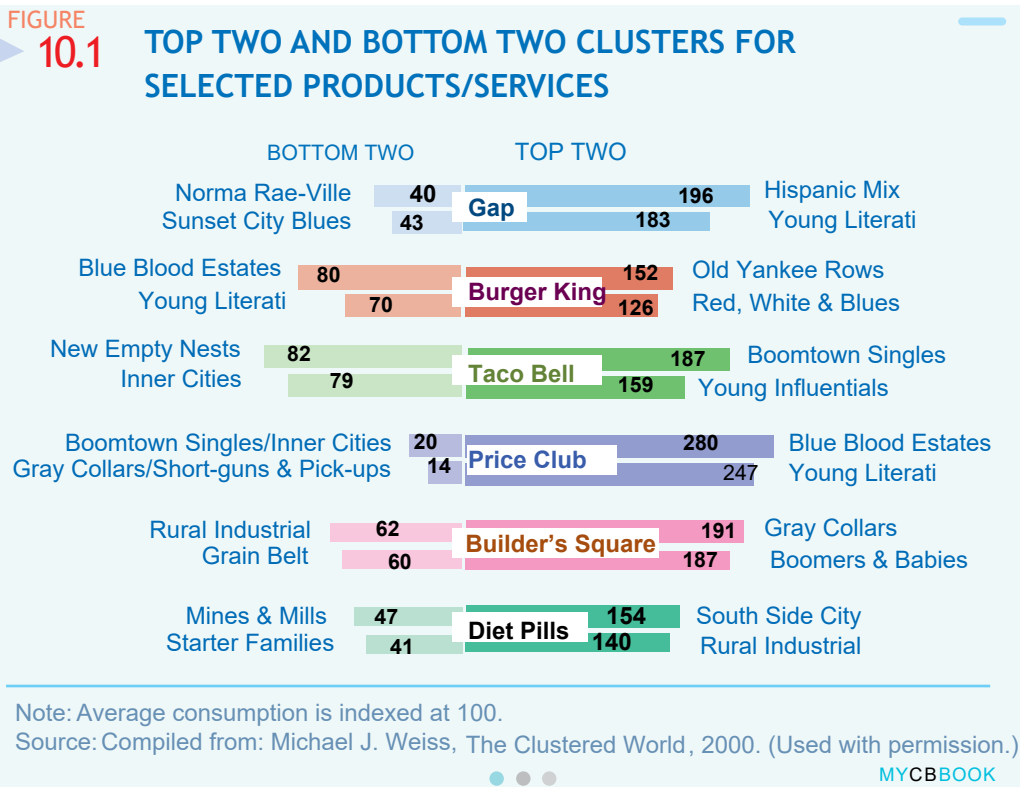
Kids and Cul-de-sac consumers

**Store Location** One of the most useful applications of the PRIZM scheme is in choosing a store location.

*The Clustered World* contains information linking product purchase rates for hundreds of products to the PRIZM cluster profiles. Figure 10.1 shows selected products and stores—the top two and the bottom two clusters for each.

As another example, Figure 10.2 shows what clusters shop at Victoria's Secret. As the figure shows, Bohemian Mix, God's Country, American Dream, and Norma Rae Ville are the top four clusters, while Middleburg Managers, Urban Achievers, Gray Power, and New Beginnings are the bottom four.

Note that these data are quite old, but their illustrative value is unmistakable. The specific numbers change, and even the PRIZM clusters might now be different, but the key lesson is forever true: PRIZM, or any other segmentation based on zip codes, can be an immensely useful tool for marketing managers for identifying desirable store locations and other elements of marketing mixes.





Diesel clothes for your body. Diesel brand for your mind.

Imagine yourself to be the consumer the company is trying to appeal to. Does this message appeal to you? Why or why not?

Next, visualize who it will appeal to. Describe that person in terms of demographics and psychographics.

Next, build a research project around it. Select a few consumers to interview. Select them based on your description of the kind of person the brand message might appeal to. Show them photos of the Diesel brand and ask if they like the brand and assess their interest in buying it. Measure their liking and interest using numerical scales.

Now show them the three print ads. Interview them on their interest in the brand, measuring it using the same scale. Next interview them to figure out their mental makeup—values, motivation, self-concept, lifestyle.

Do you find the brand and brand message appeals to consumers with a particular lifestyle and self-concepts? Do these people believe that the clothing they wear is part of their extended selves? What kind of identity do they imagine the brand will give to its wearers?

Write a report of your findings.

## A Cool Consumer Research Project for You

10

SUMMARY

Using Bianca’s brief autobiographical narrative as a launchpad, we began with an introduction to psychographics. Psychographics include personal values, personality traits, and self-concepts, all culminating in lifestyles—the way we live. Here, we understood a crucial fact of consumers’ marketplace behaviors: consumers choose products to build the mosaics that comprise their lifestyles.

Psychographics are ways of “graphing the psychological makeup of the consumer.” This is done, we learned, through AIO (activities, interests, and opinions) statements, in response to which the consumers’ numerical ratings enable us to identify psychographics-based segments. As an example, we reviewed VALS, a values and lifestyle segmentation scheme for North American consumers.

One particular application of psychographics is *geodemographics*—the art of profiling a person based on his or her place of residence. In this scheme, consumers of similar neighborhoods (counted as ZIP+4) are grouped together, resulting in 68 clusters for the entire U.S., called the PRIZM segments. We showcased the marketing utility of this scheme.

Finally, we discussed two overarching consumer psychographics: materialism/status consumption and voluntary simplicity. Without these, no chapter on psychographics would be complete. They hover over our entire lives, both in our roles as humans and as consumers, serving us as servants, or, alternatively, controlling us as masters. Read about them and decide for yourself what they do for you!



10

Your Turn

REVIEW+Rewind

1. Explain in your own words the concepts of lifestyles and psychographics.
2. How are psychographics measured? What is an AIO inventory and how is it useful for psychographics?
3. What is meant by “positioning by lifestyles”? Explain various options of implementing this.
4. Explain the concepts of (a) materialism, (b) parody consumption, (c) status consumption, and (d) voluntary simplicity
5. Is PRIZM a good scheme to segment the market? Why or why not?



10

## Your Turn

## THINK+Apply

1. If you were to research the psychographic profile of your customers using the AIO measure, will your AIO inventory depend on your product category? Why or why not?
2. Consumers who buy expensive cars are not necessarily given to status consumption. Do you agree or disagree? Why?

## PRACTICE+Experience

Using the AIO inventory constructed in the earlier section, survey a sample of consumers, say 10, in each group (e.g., Limited Express vs. Gap Shoppers). Calculate the mean scores on each AIO statement, and then for each factor, and compare and contrast the psychographic profiles of consumers who shop at the Limited Express and Gap. Likewise, compare and contrast the psychographic profiles of other groups.



10

## Key Terms

AIO inventory  
Authentication  
BOBOs  
Geodemographics

Lifestyles  
Materialism  
Parody consumption  
PRIZM

Psychographics  
Status Consumption  
VALS  
Voluntary Simplicity



OUR LIFE PROJECTS ARE MILESTONES IN OUR LIFE'S JOURNEY. WE COMPLETE ONE AND MOVE ON TO THE NEXT. OVERARCHING THEM ALL IS OUR *BIG LIFE PROJECT*. FROM ADOLESCENCE TO THE END, IT IS ALWAYS ON. IT IS TO NOURISH AND LIVE OUR IDENTITY. MUCH OF IT VIA OUR LIFESTYLES. MUCH OF IT THROUGH PRODUCTS WE OBTAIN FROM THE MARKETPLACE. MUCH OF IT AS CONSUMERS!



# MARKETING MEETS THE CONSUMER

*Insight, Foresight, and the Marketer Response*



**N**ow that we understand consumer psychology, the inevitable question is, how can we put all this knowledge to use to serve the consumer better? As customer-oriented marketers, we already know that when we satisfy the consumer, when we bring them products of genuine value, it is then that we also serve our business interests the best.

Understanding consumer psychology—what “value” consumers are seeking in the marketplace—should enable us to fashion our marketing program so that it accords with our target consumers’ modes of thinking, feeling, and acting. To satisfy consumers, marketing programs must respond well to consumers’ motivations and needs, their hopes and aspirations, and their identities and life projects. In this section, we develop some key ideas for a consumer-psychology-informed, responsive marketing program.



# Consumer Insights and the Marketer Response

Basically, from a consumer behavior standpoint, there are three parts to a marketing planning project: (See Figure E1.)

1. Segmentation and target identification,
2. Deep consumer profiling, and
3. Responsive offering presentation.

First, because no marketer can satisfy and serve all consumers, we must recognize salient differences among consumers and identify the consumer segments we can serve best (through segmentation and targeting). Next, we should research and understand consumer behaviors of the chosen groups (through deep consumer profiling). Finally, we must create offerings (e.g., products or services, pricing, and associated messages) that respond well to our target consumers' worldviews (responsive offering presentation). Let us look at each.

FIGURE  
E1  
THREE STEPS TO  
MARKETING RIGHT



## 1. SEGMENTATION AND TARGET IDENTIFICATION

Some differences between consumers are obvious; for example, age, sex, race, income, education, social class, and geographic location. Collectively known as demographics, these form the first bases for segmenting our markets. The next set of characteristics pertains to psychographics, and, in Chapter 10, we have covered some well-known psychographics-based segmentation schemes such as VALS™ and PRIZM. Many research companies offer other, country-specific psychographic segmentation schemes; as marketers, we should avail ourselves of these, and choose the one that seems most appropriate. Beyond these established ways of segmenting the market, virtually any of the other consumer characteristics discussed in this book can be used to segment our market: values, motives, perceptions, and involvement, among others.

Take values. Values can segment consumers into those who are materialistic versus those who are not; environmentalists or not; consumers who value animal rights; and nationalists who prefer domestic products versus globalists who ignore country boundaries in product choices.

should have good listening skills, be knowledgeable about the product, and, most importantly, genuinely enjoy people.

Everything in this book about consumers will help a marketer fulfill this role responsibility. Consumers experience approach-avoidance conflicts; they make attributions (e.g., “Why is this salesperson recommending this option?”); they make quick inferences and form distorted perceptions; they need mnemonics to remember brand information; they are not equally involved in all products they buy and consume; they seek products and brands that match their self-image; most of all, they choose products that blend into and prop up their lifestyles.

We will likely revisit these concepts in the book from time to time, as we plan our marketing programs to connect with our consumers. The utility of re-reading about various consumer psychology concepts in this book can never be overemphasized. After all, the purpose of a marketing program is not merely to go through the routine, or to see that the system runs efficiently, or to play the standard script. Instead, it is to satisfy the consumer. The consumer—the curious, engaged, distracted, bored, hassled, anxious, confident, risk-averse, venturesome, task-focused, playful and spontaneous, self-doubting, motivated, unmotivated, minimally involved, enduringly involved, angry, delighted, frugal, indulgent consumer, living up his/her self-concept, and seeking from the marketer products that will advance his or her current life projects.



To understand this consumer deeply, and then to innovate responsive offerings is our marketing task. And it is also our grand opportunity to do well for ourselves by doing well by the consumer. To do this task well, we hope this book has equipped us with the necessary knowledge, perspective, and insights, and that it has given us reasons to revisit the many Consumer Psychology concepts illuminated herein.

**IT IS IN THE HUMAN PSYCHE THAT CONSUMERS WILL FOREVER SEEK NOVEL EXPERIENCES. MARKETERS MUST CONSTANTLY INNOVATE “OFFERINGS” THAT PRODUCE THESE EXPERIENCES. THIS IS THE MARKETERS’ CHALLENGE. AND THEIR PRIVILEGE.**

## SPECIAL TOPICS

- 1. Gender-Bender Branding**  
Brand hijacks and consumer revolts
- 2. Psych Meets Econ**  
Why consumers can't count their money
- 3. Netnography**  
Inside the online coffee communities
- 4. Brand Drama**  
Life stories via brands

# GENDER BENDER BRAND HIJACKS AND CONSUMER REVOLT

## The Porsche Cayenne Story

Jill Avery, Harvard Business School, USA

One central part of who we are is our **gender identity**—our sense of ourselves as women or men.

Throughout history, marketers have created gendered brands, creating a persona for their brands and writing the brand stories in their advertising so as to appeal either to men or to women.

Stagnant sales in many mature product categories are causing managers to look for new ways to increase their business. **Gender-bending**—taking a brand that has historically been targeted to one gender and now targeting it to the other gender—is becoming a more common occurrence.

Porsche may well be one of the world's most gendered brands. Treasured for their superior German engineering, award-winning design, and racing victories, Porsche sports cars are also valued by their owners for their masculine identity meanings. Since the brand's inception, Porsche has been linked with masculine imagery. Well known as "chick magnets," Porsches are purchased by men young and old in order to attract the opposite sex. Jokes, movie and book plots, and real-life stories abound about men purchasing their first Porsches during their mid-life crises, trying to compensate for their decreasing attractiveness with a car that catches women's eyes. Porsche is such a male brand that in all of the movies featuring Porsche cars over the past forty years, 91% of the Porsche drivers have been male. Much of Porsche's brand equity derives from its identity meanings.

In 2003, in an effort to expand its market share, the parent company of Porsche launched the Porsche Cayenne SUV, the brand's first vehicle that was not a sports car. Although the company claimed it was targeting men who owned Porsche sports cars who also needed an SUV to transport their growing families, Porsche owners believed that the Cayenne was targeted towards women.



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Gender-bending of motorcycles

1. Tanz, Jason, "Wounded to a Quick by a Porsche Gone Astray", *New York Times*, New York, (December 13, 2002).
2. Meredith, Robyn, "Porsche Goes Soccer Mom," *Forbes*, (February 2002), 169(3), 54-56.

## The Online Life of Coffee Aficionados: A Netnography of An Online Consumption Culture

Robert V. Kozinets, University of Southern California

**Coffee is just another product for you too. You could just as well be selling those turnip twaddlers of flame retardant condoms, but as long as you are having fun and paying your bills, that is all that matters to you, right? I am afraid that it is not quite that simple for many of us. We take our coffee very seriously, and to have it demeaned in such a manner is a slap in the face. Coffee is much more than a tool. It is passion, it is intrigue, mystery, seduction, fear, betrayal, love, hate, and any other core human emotion that you can think of, all wrapped into one little bean**

—Peter, posted on <alt.coffee>

This is one of many posts on online coffee community site named alt.coffee. Read and delve into enough of them, and you will begin to build some of the deeper insights that mark the best marketers. This work of understanding online communities is part of a new approach to consumer research called **netnography**.

As is true of any community, the coffee community has its own language, and on the net this special language becomes even more colorful, peppered liberally with such coffee-lingo as baristas and JavaJocks, cremas and roast-masters, tampers and superautomatics, livias and tiger flecks. Learning this language can be an interesting exercise for any student of coffee culture browsing the online chatter, but it is the subtext of the posts, the banter among the online members, the way that the communications are shared and shaped that is fascinating and draws the reader—and the researcher—in.

Consider this post from member "Fred":

What I am coming to in my own life and consumer behavior is that I want to support and savor the true specialty items while I can. I'd rather eat Barry's fudge... than Godiva 'faux specialty' chocolates. And I'd rather drink the local café's coffee than Starbucks's because, well, those tiny, passionate companies are more precious than Starbucks... Any corporation with food chemists can make Starbucks' product, IMO [in my opinion]. Only a passionate, driven romantic would keep making top-notch specialty coffee day in and day out. Lose Starbucks and another clone clicks into that economic eco-niche. Lose a lover or a hero and you might wait a long time until another comes along.



# CONSUMERS in SEARCH of PROPER PLEASURE

## *How Brand Stories Help Consumers Enact Dramas in Their Lives*

Arch G. Woodside, Boston College, USA

**Consumers are hardwired to tell stories of their consumption. Through storytelling, consumers interpret, make sense of, and relive their original consumption experience. Such re-experiencing through storytelling, Aristotle calls “proper pleasure.”**

Residing in our unconscious and behind these stories is an *archetype*—the hero of the story if you will. In telling their stories as brand users, consumers assume the role of that archetype, that hero.

We illustrate the role of such archetypes in brand communications through a brand consumption story about Versace and the archetype some consumers might well experience. In the Versace story, this archetype is the siren, the seductress in a Versace coat. See Exhibit.

### How Consumers Experience Brand Stories

Myths have heroes. Likewise, all stories have a protagonist—the main character in the story. Often, they also have an antagonist—the character who blocks the mission of the protagonist. Eventually, the protagonist wins. This is recognized, in popular parlance, as the triumph of the hero over the villain.

Consumers both live the myth stories and then they tell them. They live these stories in that, modeling after the archetype in the myths, they try to enact the **product drama**, i.e., the drama surrounding the product’s use, in a manner that will make them the protagonist in the related myth story. Living the stories enables consumers to achieve archetype outcomes: become Mr. Evil—an anti-hero—by donning a WWII helmet and a black leather jacket, and riding a Harley-Davidson motorcycle on a Saturday afternoon, even though this consumer might be an accountant five-days a week.

Just as consumers tell these stories, brand managers can tell them too. To do this, consumer researchers first need to find a sample of consumers who tell such stories and then listen to their narratives. Then they embrace, adopt, and incorporate these narratives in their brand’s communications. In turn, when other consumers hear the brand stories in brand communications, many will identify with the archetypes featured in the stories and experience that identity as the brand users. See Figure.

## Authors of the Source Book

**Jill Avery** is a Senior Lecturer of Business Administration in the marketing unit at Harvard Business School. She received a DBA from the Harvard Business School, an MBA from the Wharton School, and a BA from the University of Pennsylvania.

**Robert V. Kozinets** Robert V. Kozinets is the Jayne and Hans Hufschmid Chair of Strategic Public Relations at USC Annenberg, a position he shares with the USC Marshall School of Business.

**Banwari Mittal** holds an MBA from IIMA and a Ph.D. in marketing from the University of Pittsburgh. Currently, he is a professor of marketing at Northern Kentucky University. Previously, he has taught at SUNY, University of Miami, and UNSW (Australia). He has authored *ValueSpace* (2001), *My Uber Story* (2020) and *50 Faces of Happy* (2020).

**Priya Raghubir** is Professor of Marketing and the Dean Abraham L. Gitlow Professor of Business at Leonard N. Stern School of Business, New York University.

**Arch G. Woodside** is a Fellow of American Psychological Association, Association of Psychological Sciences, Royal Society of Canada, International Academy for the Study of Tourism, Society for Marketing Advances, and the Global Innovation and Knowledge Academy (GIKA). He is the Editor-in-Chief of the *Journal of Business Research*.

info@openmentis.com      www.openmentis.com

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