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# BRIEF CONTENTS

## Section 1: Foundations of Consumer Behavior  3

- **Chapter 1**  Buying, Having, and Being: An Introduction to Consumer Behavior  4
- **Chapter 2**  Consumer Well-Being  33

## Section 2: Internal Influences on Consumer Behavior  71

- **Chapter 3**  Perception  72
- **Chapter 4**  Learning and Memory  108
- **Chapter 5**  Motivation and Affect  149
- **Chapter 6**  The Self: Mind, Gender, and Body  180
- **Chapter 7**  Personality, Lifestyles, and Values  228

## Section 3: Choosing and Using Products  273

- **Chapter 8**  Attitudes and Persuasive Communications  274
- **Chapter 9**  Decision Making  320
- **Chapter 10**  Buying, Using, and Disposing  354

## Section 4: Consumers in Their Social and Cultural Settings  391

- **Chapter 11**  Group Influences and Social Media  392
- **Chapter 12**  Income and Social Class  439
- **Chapter 13**  Subcultures  474
- **Chapter 14**  Culture  513

---

**Appendix I:** Careers in Consumer Research  572  
**Appendix II:** Research Methods  574  
**Appendix III:** Sources of Secondary Data  579  
**Glossary**  581  
**Index**  597
# CONTENTS

## Section 1  Foundations of Consumer Behavior  3

1. **Buying, Having, and Being: An Introduction to Consumer Behavior**  4

   - Consumers Are Different! How We Divide Them Up  8
   - User-Generated Content (UGC)  13

2. **Consumer Well-Being**  33

   - Business Ethics and Consumer Rights  34
   - Consumers’ Rights and Product Satisfaction  38

## Major Policy Issues Relevant to Consumer Behavior  44

- Data Privacy and Identity Theft  44
- Market Access  46
- Sustainability and Environmental Stewardship  48

## The Dark Side of Consumer Behavior  53

- Consumer Terrorism  53
- Addictive Consumption  54
- Consumed Consumers  57
- Illegal Acquisition and Product Use  57

## Section 1 Data Case: Analyzing the Athletic Shoe Market  67

## Section 2  Internal Influences on Consumer Behavior  71

3. **Perception**  72

   - Sensation  72
   - Sensory Marketing  74
   - Augmented and Virtual Reality  81

   - The Stages of Perception  82
     - Stage 1: Exposure  83
     - Subliminal Perception  85
     - Stage 2: Attention  88

   - Personal Selection Factors  90
     - Stage 3: Interpretation  93

   - Stimulus Organization  94
     - Semiotics: The Meaning of Meaning  96
     - Perceptual Positioning  100

   - Chapter Summary  101
   - Key Terms  102
   - Review  102
   - Consumer Behavior Challenge  103

   - Case Study: The Brave New World of Subway Advertising  104
Contents

Values 255
  Core Values 256
  How Do Values Link to Consumer Behavior? 260

Chapter Summary 263
Key Terms 263
Review 264
Consumer Behavior Challenge 264
  Case Study: Beyoncé's Beyhive—Honeybees and Killer Bees in Love with Their Queen 265

Section 2 Data Case: Evolving Trends in Fitness and French Fries 270

Section 3 Choosing and Using Products 273

8 Attitudes and Persuasive Communications 274
  The Power of Attitudes 275
    The ABC Model of Attitudes 276
  How Do We Form Attitudes? 279
    Attitude Models 285
    Do Attitudes Predict Behavior? 288
  Persuasion: How Do Marketers Change Attitudes? 292
    Decisions, Decisions: Tactical Communications Options 293
    The Elements of Communication 293
    The Source 295
    The Message 299
    New Message Formats: The Social Media Revolution 303
    Types of Message Appeals 306
    The Source Versus the Message: Do We Sell the Steak or the Sizzle? 309

Chapter Summary 311
Key Terms 311
Review 312
Consumer Behavior Challenge 313
  Case Study: Anti-Smoking Advertising—Can You Be Scared into Quitting? 314

9 Decision Making 320
  What's Your Problem? 321
    Hyperchoice: Too Much of a Good Thing! 321
    Self-Regulation 322

Cognitive Decision Making 323
    Steps in the Cognitive Decision-Making Process 324
    Neuromarketing 330
    Online Decision Making 331
    How Do We Put Products into Categories? 333

Habitual Decision Making 339
    Heuristics: Mental Shortcuts 339
    AI: Who's Calling the Shots? 342

Priming and Nudging 343

Chapter Summary 345
Key Terms 346
Review 346
Consumer Behavior Challenge 347
  Case Study: P&G and the Moments of Truth—Just How Many Moments Are There? 349

Buying, Using, and Disposing 354

10 Situational Effects on Consumer Behavior 355
  The Consumption Situation 355

The Shopping Experience 359
  Mood 360
    When the Going Gets Tough, the Tough Go Shopping 361
    E-Commerce: Clicks versus Bricks 363
    Digital currency 365
    Retailing As Theater 366
    Store Image 367
    In-Store Decision Making 368
    Spontaneous Shopping 369
    The Salesperson: A Lead Role in the Play 371

Ownership and the Sharing Economy 371

Postpurchase Satisfaction and Disposal 372
  Postpurchase Satisfaction 373
  Product Disposal 373
  Recycling and the Underground Economy 375

Chapter Summary 376
Key Terms 377
Reviews 378
Consumer Behavior Challenge 378
  Case Study: RH—Revolutionizing Physical Retailing 380

Section 3 Data Case: Cats, Kibble, and Cable TV 386
## Section 4 Consumers in Their Social and Cultural Settings 391

### 11 Group Influences and Social Media 392

- **Groups** 393
  - Social Power 394
  - Reference Group 395
  - Conformity 397
  - Brand Communities 399
- **Collective Decision Making: How Groups Influence What We Buy** 400
  - B2B Decision Making 400
- **The Intimate Corporation: Family Decision Making** 405
  - How Families Decide 406
- **Word-of-Mouth Communication** 410
  - Buzz Building 411
  - Negative WOM 412
- **Opinion Leadership** 412
  - How Influential Is an Opinion Leader? 414
  - Types of Opinion Leaders 415
  - How Do We Find Opinion Leaders? 416
- **Social Media: The Horizontal Revolution** 419
  - Online Social Networks and Brand Communities 421
  - Social Games 424
  - Digital Word-of-Mouth 425

### 12 Income and Social Class 439

- **Income and Consumer Identity** 440
  - To Spend or Not to Spend, That Is the Question 440
  - Income-Based Marketing 444
- **Social Class and Consumer Identity** 448
  - Pick a Pecking Order 449
  - How Do We Measure Social Class? 452

### 13 Subcultures 474

- **Ethnic and Racial Subcultures** 475
- **Subcultural Stereotypes** 475
  - Ethnicity and Acculturation 476
  - The “Big Three” American Ethnic Subcultures 479
- **Religious Subcultures** 483
  - Organized Religion and Consumption 485
  - Born Again Consumers 486
  - Islamic Marketing 487
- **The Family Unit and Age Subcultures** 488
  - Family Structure 488
  - Age Cohort 491
- **Place-Based Subcultures** 501

### 14 Cultures 513

- **Cultural Systems** 514
  - Dimensions of Culture 514
  - The Yin and Yang of Marketing and Culture 515
  - Cultural Movement 516
  - High and Low Culture 519
  - Cultural Formulae 520
- **Cultural Stories and Ceremonies** 521
  - Myths 521
  - Rituals 523
Gift-Giving Ritual 528  
Holiday Rituals 530  

Sacred and Profane Consumption 533  
Sacralization 534  
Domains of Sacred Consumption 535  
From Sacred to Profane, and Back Again 537  

The Diffusion of Innovations 538  
How Do We Decide to Adopt an Innovation? 539  
Behavioral Demands of Innovations 540  
What Determines If an Innovation Will Diffuse? 542  

The Fashion System 543  
Behavioral Science Perspectives on Fashion 544  
Cycles of Fashion Adoption 548  

Global Consumer Culture 549  
It’s a BRAND-New World 550  
Does Global Marketing Work? 555  

Chapter Summary 557  
Key Terms 558  
Review 559  
Consumer Behavior Challenge 559

**Case Study** Twist, Lick, and Dunk! Does it Make Oreos Taste Better? 561

Section 4 Data Case: Going Global with Juice 568

Appendix I: Careers in Consumer Research 572  
Appendix II: Research Methods 574  
Appendix III: Sources of Secondary Data 579  
Glossary 581  
Index 597
PREFACE

For many years, this course was called Buyer Behavior rather than Consumer Behavior. What’s in a name? In this case, a lot—the word “buyer” reflected a singular focus on buyer/seller transactions. This book played a significant role in broadening that focus to the larger sphere of consumption. That includes what happens before, during, and after the point of purchase. Hence the suffix that defines the title: Buying, Having, and Being.

The book also was the first to provide a much more interdisciplinary and comprehensive look at the discipline. It continues to incorporate a variety of social science perspectives. Students appreciate the broader context and the emphasis on cultural dynamics that influence (often in unseen ways) the consumption experiences they have every day. It reflects my strong endorsement of the social psychologist Kurt Lewin’s maxim: “There is nothing as practical as a good theory.” If you don’t believe it, that saying is even in my email signature (email me at msolom01@sju.edu and I’ll prove it to you).

The book marries a strong theoretical and empirical foundation with the practical applications of these insights to the everyday practice of marketing. Thoughtful discussion and applications questions at the end of each chapter also encourage students to integrate what they have learned with what is going on around them in the real world.

But here’s the important question: “How is this book different from other Consumer Behavior texts?” Let me count the ways . . .

What’s New and Notable in This Edition

1. It includes a mix of academic and industry research to show students that “there’s nothing as practical as a good theory.”

Academics understand the value of a rigorous theoretical framework and that many of the fleeting “fads” we observe in consumer behavior actually reflect underlying and stable internal and external phenomena. Yesterday’s “Mouseketeers” are today’s Beyhive (Beyoncé’s devoted fan club). The book cites hundreds of academic articles. In addition, MyLab Marketing offers brief essays on consumer behavior research by professors who relate the work they do to chapter topics. There are 38 of these “CB As I See It” contributions, including 11 that are new to this edition.

As valuable as I believe academic research to be (and I’ve published my share of it), I believe it’s vital to complement this work with industry data. Thus you’ll find a large number of studies that companies and survey firms have conducted to support the academic data. This edition also includes updated end-of-section assignments with data provided by GfK, one of the world’s largest marketing research firms. These allow students to “get their hands dirty” by actually working with real information that they can manipulate and use to do a deep dive into real world problems.
Hey, I get the need to marry theory and data. As a regular contributor to Forbes.com, I’m challenged each and every week to identify important developments in today’s fast-moving business world and explain to thousands of readers why these relate to what we know about consumer behavior.

And last but not least, you’ll find a new Appendix on Research Methods to Study Consumer Behavior. This section summarizes an array of methodologies to help students understand that there is more than one way to approach a challenging problem. The Appendix shows how a marketer with a specific problem might employ each technique to better understand his or her customers.

2. It expands its prior focus on “participatory marketing.” In my opinion, the single biggest transformation in consumer behavior today is the extent to which everyday people actually participate to create and promote the products and services they use as we all become absorbed into the “Internet of Things.” This added coverage starts in Chapter 1, where I have added a new section on this topic. The book emphasizes the positive aspects (e.g., co-creation) and the not-so-positive aspects (e.g., chipping, biohacking) of this revolution. As always, I apply a somewhat critical eye to new developments and take care to highlight the huge ethical quandaries some of these “advances” pose to our civilization in addition to the exciting opportunities they create for marketers who are savvy enough to jump on them. Quite frankly, I just haven’t seen competing titles that begin to capture many of the amazing disruptions we’re witnessing in the real world.

3. It’s up-to-date and relevant to students’ lives. I actually teach this course every semester, so I know firsthand that we are all challenged to show students why these important concepts are so relevant to them NOW and tomorrow. To them, an example from, say, 2013, should pop up in a course on Ancient History.

We need to wake up these students! I strive to write the book in a conversational tone and to minimize jargon. And, you’ll find some humor thrown in that I don’t believe other books offer (of course, everyone’s definition of humor is subjective, but at least I get a kick out of some of it). There is also an Appendix on Careers in Consumer Behavior that shows students how they can actually land a job in this fascinating discipline.

You deserve teaching materials that meet your own high standards for your course. That’s why we partner with highly respected authors to develop interactive content and course-specific resources that you can trust—and that keep your students engaged. With the 13th edition of Consumer Behavior, we’ve added brand new assignments to the MyLab.
New Mini Sims developed for the Consumer Behavior course put students in professional roles and give them the opportunity to apply course concepts and develop decision-making skills through real-world business challenges.

The simulations use each student’s decisions to create various scenario paths that help them understand the impact their decisions can have on an organization.

New Dynamic Study Modules use the latest developments in cognitive science and help students study chapter topics by adapting to their performance in real time.

New CB As I See It sections in MyLab Marketing feature prominent consumer behavior researchers who share their current work with students. These short essays are accompanied by open-ended discussion questions to get students thinking about how the research relates to what they’ve just learned in the chapter.

Wait, I haven’t convinced you that the book’s contents are current? Here’s a partial list of new key terms I have included in the 13th edition:

<table>
<thead>
<tr>
<th>Internet of Things</th>
<th>Brand Resonance</th>
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<tr>
<td>Robot Companions</td>
<td>Buyer Personas</td>
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<tr>
<td>Machine Learning</td>
<td>Decluttering</td>
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<td>M2M (machine to machine communication)</td>
<td>Minimalism</td>
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<tr>
<td>Autonomous vehicles</td>
<td>Paid Influencer Programs</td>
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<tr>
<td>AI (Artificial intelligence)</td>
<td>Fake News</td>
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<td>Mindfulness</td>
<td>Astroturfing</td>
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<td>Cellphone Zombie</td>
<td>Ethnocentrism</td>
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<td>Emoji</td>
<td>Social scoring</td>
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<td>The Google Effect</td>
<td>Authenticity</td>
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<td>Subscription Boxes</td>
<td>Agile Marketing</td>
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<td>Biohackers</td>
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<td>Thinspiration</td>
<td>Blockchain</td>
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<td>Gender Binarism</td>
<td>Content marketing</td>
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<td>Sneakerheads</td>
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Instructor Teaching Resource

This edition’s program comes with the following teaching resources.

<table>
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<tr>
<th>Supplements available to instructors at <a href="http://www.pearsonhighered.com">www.pearsonhighered.com</a></th>
<th>Features of the Supplement</th>
</tr>
</thead>
</table>
| **Instructor’s Manual** authored by Kate Pounders from The University of Texas at Austin | • Chapter-by-chapter summaries  
• Examples and activities not in the main book  
• Teaching outlines  
• Teaching tips  
• Solutions to all questions and problems in the book |
| **Test Bank** authored by John Capela from St. Joseph’s College | 4,000 multiple-choice, true/false, short-answer, and graphing questions with these annotations:  
• Difficulty level (1 for straight recall, 2 for some analysis, 3 for complex analysis)  
• Type (Multiple-choice, true/false, short-answer, essay)  
• Topic (The term or concept the question supports)  
• Learning outcome  
• AACSB learning standard (Written and Oral Communication; Ethical Understanding and Reasoning; Analytical Thinking; Information Technology; Interpersonal Relations and Teamwork; Diverse and Multicultural Work; Reflective Thinking; Application of Knowledge) |
| **Computerized TestGen** | TestGen allows instructors to:  
• Customize, save, and generate classroom tests  
• Edit, add, or delete questions from the Test Item Files  
• Analyze test results  
• Organize a database of tests and student results. |
| **PowerPoints** authored by Darci Wagner from Ohio University | Slides include all the graphs, tables, and equations in the textbook.  
PowerPoints meet accessibility standards for students with disabilities. Features include, but are not limited to:  
• Keyboard and Screen Reader access  
• Alternative text for images  
• High color contrast between background and foreground colors |
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– Michael R. Solomon
Michael R. Solomon, Ph.D., is Professor of Marketing in the Haub School of Business at Saint Joseph’s University in Philadelphia. Before joining the Saint Joseph’s faculty in the fall of 2006, he was the Human Sciences Professor of Consumer Behavior at Auburn University. Before moving to Auburn in 1995, he was chair of the Department of Marketing in the School of Business at Rutgers University, New Brunswick, New Jersey. Professor Solomon began his academic career in the Graduate School of Business Administration at New York University (NYU), where he also served as Associate Director of NYU’s Institute of Retail Management. He earned his B.A. degrees in psychology and sociology magna cum laude at Brandeis University and a Ph.D. in social psychology at the University of North Carolina at Chapel Hill. In 1996 he was awarded the Fulbright/FLAD Chair in Market Globalization by the U.S. Fulbright Commission and the Government of Portugal, and he served as Distinguished Lecturer in Marketing at the Technical University of Lisbon. He held an appointment as Professor of Consumer Behaviour at the University of Manchester (United Kingdom) from 2007 to 2013.

Professor Solomon’s primary research interests include consumer behavior and lifestyle issues; branding strategy; the symbolic aspects of products; the psychology of fashion, decoration, and image; services marketing; marketing in virtual worlds; and the development of visually oriented online research methodologies. He has published numerous articles on these and related topics in academic journals, and he has delivered invited lectures on these subjects in Europe, Australia, Asia, and Latin America. His research has been funded by the American Academy of Advertising, the American Marketing Association, the U.S. Department of Agriculture, the International Council of Shopping Centers, and the U.S. Department of Commerce. He currently sits on the editorial or advisory boards of The Journal of Consumer Behaviour, Journal of Marketing Theory and Practice, Critical Studies in Fashion and Beauty, and Journal for Advancement of Marketing Education, and he served an elected six-year term on the Board of Governors of the Academy of Marketing Science. Professor Solomon has been recognized as one of the 15 most widely cited scholars in the academic behavioral sciences/fashion literature, and as one of the 10 most productive scholars in the field of advertising and marketing communications.

Professor Solomon is a frequent contributor to mass media. His feature articles have appeared in such magazines as Psychology Today, Gentleman’s Quarterly, and Savvy. He has been quoted in numerous national magazines and newspapers, including Advertising Age, Adweek, Allure, Elle, Glamour, Mademoiselle, Mirabella, Newsweek, the New York Times, Self, Time, USA Today, and the Wall Street Journal. He frequently appears on television and speaks on radio to comment on consumer behavior issues, including appearances on The Today Show, Good Morning America, Inside Edition, Newsweek on the Air; the Entrepreneur Sales and Marketing Show, CNBC, Channel One, the Wall Street Journal Radio Network, the WOR Radio Network, and National Public Radio. He acts as consultant to numerous companies on consumer behavior and marketing strategy issues and often speaks to business groups throughout the United States and overseas. In addition to this text, Professor Solomon is coauthor of the widely used textbook Marketing: Real People, Real Choices. He has three children, Amanda, Zachary, and Alexandra; a son-in-law, Orly; and three granddaughters, Rose, Evey, and Arya. He lives in Philadelphia with his wife Gail and their “other child,” a pug named Kelbie Rae.