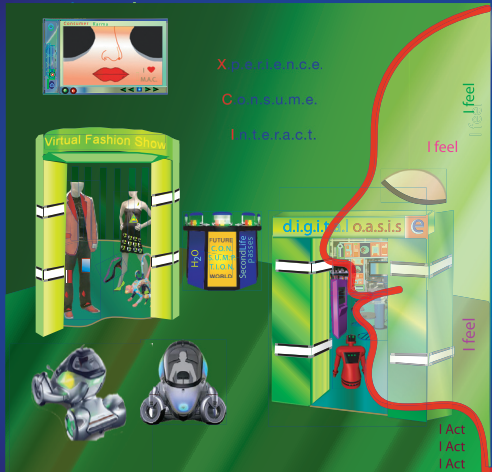


CONSUMER BEHAVIOR

How Humans Think, Feel, and Act in the Marketplace



Yesterday, I sinned again at the Krispy Kreme. I am the hedonist, the slacker, the achiever, the bohemian, the fashionista, and, yes, the übersexual too, sometimes all at once. Once a week I raid the supermarket, satisfying my foodie instincts. But my pure pleasure is my weekly pilgrimage to the mall. 24/7 I sing, I saunter, I mix, I master, all thanks to my sleek MP3 player. I am ready for the virtual consumption world—e-shopping, e-community, e-fashion show, e-everything. My heart throbs for my Pumas, my Mini, and my Seven7. I know what happens here doesn't really stay here, but I love to pretend it does. I am the consummate consumer and this book is my biography. Welcome to my life, my world.

My C B Book

Welcome to Consumption World
Inside the Mind of the Consumer
The Consumer's Environment
Consumer Diversity
Consumer as a Chooser and Shopper
Consumer Behavior in the New Age

Banwari Mittal

■ Morris Holbrook | ■ Sharon Beatty | ■ Priya Raghubir | ■ Arch Woodside

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Authors are marketing professors, each with more than a decade of research, teaching, and contemplation of Consumer Behavior. Read more at www.mycbbook.com

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S.Y.N.O.P.S.I.S.

At this very minute, thousands of marketers are pitching their products to millions of consumers around the world. From call centers and in mall stores, on eBay and in media placements, in blogs and vlogs, and through pop-ups and podcasts. How are consumers reacting to this cacophony of slogans and promises? What persuades them to embrace some marketplace offerings while spurning others?

Welcome to the fascinating world of consumers. In this book, we describe, dissect, and discourse about Consumer Behavior—human behavior in the world of goods. How we make our product choices and then weave them into the tapestry of our lives. How we consume to sustain and energize our bodies, feed our minds, and construct our identities.

In 21 chapters long and short, we define and describe almost all of the concepts and principles of consumer behavior, spin them into theories and models, and illustrate their applications for the benefit of consumers as well as marketers. We take you, as well, on an excursion, visiting enclaves of esoteric and enchanted consumption.

Through such excursion and forward-gazing, we bring our exploration to its logical fruition—to grasp the quintessential value of consumption, and to understand how we should, as marketers, fulfill marketing’s ultimate purpose: To become co-creators of consumption value humans seek.

EXCERPTS FROM THE PREFACE

To The Professor...

[In writing this book, we have had] a singular goal, indeed an obsession: students should read it not because they have to, but because they want to. ...

... We made a choice: Teaching comes second; engaging the student comes first. A textbook can be good, very good. But can it also create excitement in the student about the subject itself? ... We wanted to absolutely, positively enthrall the student.

To The Student...

... won't promise that you will enjoy the book over partying, or your favorite TV show, or people watching, or fantasizing about yourself.

Or wait a minute—this last one, we come pretty close. Maybe not fantasizing, but at least thinking about yourself—the book is all about that. It is a book about you. About why you enjoy the TV shows that you do, about your constant search in the store for a perfect match for your persona, about your enchantment with the world of goods.

To The Marketing Executive...

... if your work entails, in one way or another, influencing your consumers, do you want to spend a whole lifetime trying to do it without knowing why it works or how you can make it work better?

We wrote it to be easy enough for college students, but also practical enough for the “Tell-me-something-I-can-use-on-Monday-morning” Marketing Executive.

This is a knowledge book that could genuinely compete with your other weekend reading. And something to bring to work on Monday. If your work on Monday will require thinking about consumers, that is

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Who Should Read the Book and Why

In University Libraries

Professors in Psychology, Sociology, Communications, Political Science, and Marketing. To get an appreciation of how consumers (voters, citizens, youth, minorities, opinion leaders, opinion followers, masses and classes—indeed humans in general) think about and act to realize their lifestyles, values, goals, identities, as consumers and as humans. [As the book demonstrates (p.4), each of us is a consumer 24/7!]

Students at all levels (UG, Masters, Ph.D.) in above subjects. to get a bird's eye view of a significant human enterprise—how humans build lifestyles and identities through consumption.

In Public Libraries:

Executives and Leaders in Business, Government, and Social Organizations.

A comprehensive reader on how their clients, customers, citizens, and stake holders think and act as they seek Value in all their transactions and interactions with these organizations.

Educated Citizens. To develop an understanding of and reflect on their own behavior in the marketplace—*marketplace* here meaning any socio-economic setting where they seek value from an organization.

What Makes This Book Special for these Readers:

Extreme readability, examples that anyone can relate to. Easy to apply. Engaging story telling style of authors; frequently (though not always) captivating.

Caution: It is not a Tools book (a la: *How to... in 30 days*); rather it is a perspective-giving, thought provoking, self-reflective, authoritative, knowledge digest, presented in a captivating narration.

It is a new and interesting way of looking
at a body of knowledge!

Couldn't put the book down. Well-written, well-crafted, colorful--pleasing to the eye and captivating.

- Devanathan Sudharshan, Professor of Marketing and Dean, Gatton College of Business and Economics, University of Kentucky

E.x.p.e.r.t. R.e.v.i.e.w.s.*

Authors write in a clear authoritative voice. ...Clear strength on measurement and the presentation of measurement instruments. International applications woven into the text.*

--Marketing Professor, Kent State University

This is the best introductory chapter on consumer behavior I have ever read. The writing style is terrific. It was a great read, fun, and interesting.*

-- Marketing Professor, University of Central Florida

One of the major attractions I have for the reviewed text is how well-written it is. It is extremely readable. ... [Readers] will be able to comprehend how the principles of consumer behavior relate to marketing and can be implemented in the business environment.*

-- Marketing Professor, Nashville State Technical College

Excellent writing. Strong example... Very different from other texts I have used, and that is very refreshing.*

-- Marketing Professor, Louisiana State University

* Pre-publication Blind Reviews (Academic experts in consumer behavior provided manuscript evaluation on condition of anonymity)

Couldn't put the book down. Well-written, well-crafted, colorful--pleasing to the eye and captivating.

- Devanathan Sudharshan, Professor of Marketing and Dean, Gatton College of Business and Economics, University of Kentucky

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