

Contents

Preface

Part- I: Introduction to Consumer Behavior

Chapter 1	Consumer Research	3-21
Chapter 2	Segmenting Consumers	22-40

Part - II: Consumer as an Individual

Chapter 3	Motivation	43-66
Chapter 4	Personality	67-85
Chapter 5	Perception	86-99
Chapter 6	Learning	100-112
Chapter 7	Attitude	113-134

Part - III: Consumer in Social Context

Chapter 8	Reference Groups and Opinion Leadership	137-160
Chapter 9	Family Influences	161-176
Chapter 10	Social Class and Consumer Behavior	177-189
Chapter 11	Cultural Influences	190-208

Part - IV: Consumer as Decision Maker

Chapter 12	Diffusion of Innovation	211-231
Chapter 13	Consumer Decision Making	232-250
Chapter 14	Consumer in Market Place	251-266
Chapter 15	Post-Purchase Behavior	267-284
Chapter 16	Organization as Consumer	285-298

Part - V: Consumer and Marketer

Chapter 17	Marketing Communication and Persuasion	301-316
Chapter 18	Marketing Regulation	317-333

Glossary		334-347
-----------------	--	---------

Bibliography		348-367
---------------------	--	---------

Index		368-374
--------------	--	---------

Detailed Contents	
Part I: Introduction to Consumer Behavior	
Chapter 1: Consumer Research	
Consumer Research: The Paradigm Shift	5
Quantitative vs. Qualitative	5
Consumer Research Process	6
Defining the Research Problem and Developing Objectives	7
Exploratory Research and Analysis	7
Designing the Conclusive Research	8
Data Collection, Analysis and Findings Report	17
Consumer Research: Good Or Bad?	18
Chapter 2: Segmenting Consumers	
Defining Market Segmentation	24
Bases for Segmentation	25
Geographic Segmentation	26
Demographic Segmentation	26
Psychological Segmentation	29
Psychographic Segmentation	29
Sociocultural Segmentation	30
Use-related Segmentation	31
Use-situation Segmentation	32
Benefit Segmentation	33
Hybrid Segmentation Approaches	33
Criteria for Effective Targeting of Market Segments	36
Market Segmentation Strategies	38
Concentration Strategy	37
Selective Segmentation Strategy	37
Product Specialization Strategy	37
Market Specialization Strategy	37
Full Market Coverage	37
Counter-segmentation Strategy	38
Part II: Consumer as Individual	
Chapter 3: Motivation	

Definition of Motivation	44
The Process of Motivation	45
Dynamic Nature of Motivation	45
Motives	46
Types of Motives	46
Role of Motives in Influencing Behavior	47
Classification of Motives	49
Motives Identified by McGuire	50
Motives identified by Henry Murray	51
Theories of Motivation	52
Maslow's Theory of Need Hierarchy	53
Trio of Needs	55
Motivational Theory and Marketing Strategies	56
Motivational Research	56
Marketing Strategies Based on Motivation	58
Marketing Strategies Based on Motive Combinations	59
Involvement	59
Antecedents of Involvement	61
Types of Involvement	62
Techniques of Motivational Research	62
Qualitative Research Tools in Motivational Research	63
Chapter 4: Personality	
Definition of Personality	69
Nature of Personality	69
Personality Reflects Individual Differences	69
Personality is Consistent and Enduring	69
Personality Can Change	69
Theories of Personality	69
Freudian Theory of Personality or Psychoanalytic Theory	70
Application of Freudian Theory in Consumer Behavior	71
Neo-Freudian Theories	74
Trait Theory	77
The Concept of Self	79
Single and Multiple Selves	81

Self and Situational Self	82
Methods of Self-concept Assessment	82
Chapter 5: Perception and Information Processing	
Definition of Perception	87
Elements of Perception	88
Sensation	88
Absolute Threshold	90
Differential Threshold or Just Noticeable Difference (JND)	90
Subliminal Perception	91
Process of Perception and Information Processing	92
Exposure	93
Attention	94
Interpretation	96
Consumer Imagery	97
Product Image	97
Services Image	98
Perception in Marketing	98
Brand Development and Perceptual Mapping	98
Retail Stores	98
Chapter 6: Learning	
Defining Learning	101
Characteristics of Learning	101
Motivation	102
Cues	102
Response	102
Reinforcement	103
Behavioral Learning Theories	103
Classical Conditioning	103
Instrumental Conditioning	105
Cognitive Learning Theories	106
Information Processing	106
Theory of Involvement	107
Brand Loyalty	109
Brand Equity	109

Product Positioning	109
Brand Leverage	110

Chapter 7: Attitudes and Consumer Behavior	
Characteristics of Attitudes	114
Functional Theory of Attitudes	116
Utilitarian Function	117
Value-expressive Function	118
Ego-defense Function	118
Knowledge Function	118
Combination of Functions	119
Attitude Models	119
Tri-component Model	119
Shortcomings of Tri-component Model	120
Consistency of Components	121
Multi-attribute Model of Attitudes	121
Theory of Trying to Consume	124
Attitude toward the Ad Model	126
Formation of Attitudes	126
Classical Conditioning	126
Instrumental Conditioning	126
Cognitive Learning Theory	126
Measurement of Attitudes	127
Semantic Differential Scale	128
Likert Scale	128
Theories of Attitude Development	128
Theory of Cognitive Dissonance	128
Self-Perception Theory	129
Social judgment Theory	130
Balance Theory	130
Attitude Change	131
Changing the Function that the Product Serves	132
Associate the Product with a Famous Personality or an Established Organization	132

Changing Attitudes by Presenting the Product in a New Light	132
Change the Beliefs of the Consumer Regarding the Product	132
Try to Change the Perception of the Consumer	132
Involvement	133
Strategies followed by Marketers to Increase the Involvement of Consumers	133
Part III: Consumers in Social Context	
Chapter 8: Reference Groups and Opinion Leadership	
Defining Reference Groups	138
Reference Group Influence	139
Reference Groups and Conformity	142
Important Reference Groups and Appeals	142
Friends	142
Shopping Group	142
Work Groups	143
Virtual Communities	143
Brand Communities	143
Consumer-Action Groups	143
Celebrities	144
The Expert	145
The Common Man	146
The Executive and Employee Spokesperson	147
Spokes-Characters	148
Other Reference Group Appeals	148
Defining Opinion Leadership	148
Dynamics of Opinion Leadership	149
The Motivation behind Opinion Leadership	150
Types of Opinion Leaders	150
Identifying an Opinion Leader	153
Self-Designating Method	153
Sociometric Method	154
Key Informant Method	154
Objective Method	154

Communication and Opinion Leadership	154
Creating Buzz	155
Chapter 9: Family Influences	
Defining Family	160
Types of Family Structures	163
Nontraditional Households	163
Pets as Family Members	164
Role of Family	164
Family Lifecycle	167
Traditional FLC	168
Non-Traditional FLC	170
Family Decision Making	171
Household Decisions	171
Sex Role and Decision-Making	172
Children as Decision Makers	173
Chapter 10: Social Class and Consumer Behavior	
Defining Income	178
Defining Social Class	178
Social Stratification	179
Social Classes in India	180
Social Class Mobility	180
Social Class Measurement	181
Subjective Approach	181
Reputational Approach	181
Objective Approach	181
Problems with Measurement of Social Class	183
Geodemographic Clustering	183
Social Class and Consumer Behavior	184
Cultural Capital	184
The Affluent Consumer	184
Old Money and the Nouveaux Riche	186
Techno Class	187
Status Symbol	187
Chapter 11: Cultural Influences	

Defining Culture	191
The Dynamics of Culture	192
Measuring Culture	197
Content Analysis	197
Consumer Fieldwork	197
Value Measurement Survey Instruments	197
Core Values	198
Defining Sub-Culture	198
Defining Cross-Cultural Influences	201
Country-of-origin Effects	202
Targeting Consumers across Cultures	203
Global versus Local	203
Cross-Cultural Marketing Mistakes	204
Part IV: Consumer as Decision Maker	
Chapter 12: Diffusion of Innovation	
The Diffusion Concept	212
Innovation	213
Channels of Communication	219
Social System	219
Time	221
A Profile of Consumer Innovator	227
Innovator as an Opinion Leader and Change Leader	228
Chapter 13: Consumer Decision-making	
Defining Consumer Decisions	233
Consumers as Decision Makers	234
Types of Consumer Decisions	234
Consumer Decision-Making Process	236
Problem Recognition	237
Information Search	240
Alternative Evaluation and Selection	243
Modeling Consumer Decision-Making	246
Howard-Sheth Model of Buying Behavior	246
The Nicosia Model	247

Engel-Blackwell-Miniard Model	247
Chapter 14: Consumer in Marketplace	
Introduction to Retailing	252
The Retail Scene in India	252
Unconventional Sources of Purchase	252
Factors Affecting Outlet Selection	256
Store Image	256
Store Brands	256
Retail Advertising and Promotions	257
Store Location	258
Perceived Risk	259
Shopping Orientation	260
In-Store Influences	261
In-store Displays	262
Markdowns and Price-promotions	263
Store Atmosphere	263
Stock-outs	263
Sales Staff	263
Final Transaction	264
Chapter 15: Post-Purchase Behavior	
Defining Post-Purchase Consumer Behavior	268
Consumer's Post-Purchase Dissonance	268
Product Usage	271
Disposal	272
Product/Service Evaluation And Consumer Satisfaction/ Dissatisfaction	276
Consumer Complaint Behavior	278
Satisfaction and Brand Loyalty	279
Loyalty Marketing	280
Chapter 16: Organizations as Consumers	
Nature of Organizational Buying	286
Organization's Business Center	287
Organizations' Buying Situations	289
Organizational Buying Process	290

Problem Recognition	290
Need Description	291
Product Specification	291
Supplier Search and Evaluation	291
Proposal Solicitation	291
Supplier Selection	291
Order and Post-Purchase Evaluation	292

Factors Influencing Organizational Buying Behavior	293
Internal Factors	293
External Factors	293
Segmenting Business Markets	295
Part V: Consumer and Marketer	
Chapter 17: Marketing Communication and Persuasion	
Nature of Communication	302
Elements of Communication	302
Factors Affecting Communication	304
Credibility of the Source	304
Comprehension and Mood of the Receiver	305
Barriers to Communication	305
Developing Persuasive Communication	306
The Target Audience	306
The Objective	306
The Message Design	307
The Media	313
Chapter 18: Market Regulation	
Concerns of the Consumers	319
Consumerism	319
Privacy Concerns	319
Impact of Advertising	321
Social Marketing	324
Marketing to Children	325
Concerns of the Marketers	327
Consumer Fraud	327

Consumer Terrorism	327
Anti-consumption	328
The Role of Government and Non-Government Bodies	328
Government Regulations	328
The Advertising Standards Council of India	329
Consumer Action Groups	329