

..... SIXTH CANADIAN EDITION

CONSUMER BEHAVIOUR

.....> BUYING, HAVING, BEING <.....

MICHAEL SOLOMON

SAINT JOSEPH'S UNIVERSITY
AND THE
UNIVERSITY OF MANCHESTER (UK)

CATHERINE WHITE

UNIVERSITY OF BRITISH COLUMBIA

DARREN DAHL

UNIVERSITY OF BRITISH COLUMBIA

PEARSON

Toronto

Vice-President, Editorial Director: Gary Bennett
Editor-in-Chief: Nicole Lukach
Acquisitions Editor: Nick Durie
Marketing Manager: Leigh-Anne Graham
Supervising Developmental Editor: Suzanne Schaan
Developmental Editor: Patti Sayle
Project Manager: Rachel Thompson
Production Editor: Barbara Hawk
Copy Editor: Rodney Rawlings
Proofreader: Susan Bindernagel/Jeanine Furino
Compositor: Element LLC
Photo Researcher: Debbie Henderson
Permissions Researcher: Amanda Campbell
Art Director: Julia Hall
Cover Designer: Miriam Blier
Interior Designer: Miriam Blier
Cover Image:

Credits and acknowledgments for material borrowed from other sources and reproduced, with permission, in this textbook appear on the appropriate page within the text [or on page xx].

Original edition published by Pearson Education, Inc., Upper Saddle River, New Jersey, USA. Copyright © 2013 Pearson Education, Inc. This edition is authorized for sale only in Canada.

If you purchased this book outside the United States or Canada, you should be aware that it has been imported without the approval of the publisher or the author.

Copyright © 2014, 2011, 2008, 2005, 2002, 1996 Pearson Canada Inc. All rights reserved. Manufactured in the United States of America. This publication is protected by copyright and permission should be obtained from the publisher prior to any prohibited reproduction, storage in a retrieval system, or transmission in any form or by any means, electronic, mechanical, photocopying, recording, or likewise. To obtain permission(s) to use material from this work, please submit a written request to Pearson Canada Inc., Permissions Department, 26 Prince Andrew Place, Don Mills, Ontario, M3C 2T8, or fax your request to 416-447-3126, or submit a request to Permissions Requests at www.pearsoncanada.ca.

10 9 8 7 6 5 4 3 2 1 [CKV]

Library and Archives Canada Cataloguing in Publication

Solomon, Michael R.

Consumer behaviour : buying, having, and being / Michael R. Solomon, Katherine White, Darren Dahl. -- 6th Canadian ed.

Includes indexes.

ISBN 978-0-13-216111-4

1. Consumer behavior--Textbooks. I. White, Katherine, 1974-
II. Dahl, Darren W. (Darren William), 1968- III. Title.

HF5415.32S64 2013

658.8'342

C2012-906581-1

PEARSON

ISBN 978-0-13-000000-0

Brief Contents

SECTION 1

CONSUMERS IN THE MARKETPLACE 1

CHAPTER 1 An Introduction to Consumer Behaviour 3

SECTION 2

CONSUMERS AS INDIVIDUALS 33

CHAPTER 2 Perception 35

CHAPTER 3 Learning and Memory 63

CHAPTER 4 Motivation and Affect 95

CHAPTER 5 The Self 120

CHAPTER 6 Personality, Lifestyles, and Values 153

SECTION 3

ATTITUDE CHANGE AND DECISION MAKING 185

CHAPTER 7 Attitudes 187

CHAPTER 8 Attitude Change and Interactive Communications 211

CHAPTER 9 Individual Decision Making 245

CHAPTER 10 Buying and Disposing 283

SECTION 4

CONSUMERS IN THEIR SOCIAL AND CULTURAL SETTINGS 317

CHAPTER 11 Group Influence and Social Media 319

CHAPTER 12 Income, Social Class, and Family Structure 351

CHAPTER 13 Subcultures 387

CHAPTER 14 Cultural Influences on Consumer Behaviour 425

CHAPTER 15 The Creation and Diffusion of Culture 457

Contents

About the Authors ix
Preface xi
Acknowledgments xv

SECTION 1

CONSUMERS IN THE MARKETPLACE 1

► CHAPTER 1 An Introduction to Consumer Behaviour 3

Introduction 3

Consumer Behaviour: People in the Marketplace 3
What Is Consumer Behaviour? 4

Consumers' Impact on Marketing Strategy 6

Segmenting Consumers 6
Relationship Marketing: Building Bonds with Consumers 9

Marketing's Impact on Consumers 9

Marketing and Culture 10
The Meaning of Consumption 10
The Global Consumer 11
Marketing Ethics and Public Policy 13

Needs and Wants: Do Marketers Manipulate Consumers? 14

Do Marketers Create Artificial Needs? 14
Are Advertising and Marketing Necessary? 14
Welcome to Consumer Space 15
Public Policy and Consumerism 16
Consumer Activism and Its Impact on Marketing 16

The Dark Side of Consumer Behaviour 18

Addictive Consumption 19
Compulsive Consumption 20
Illegal Activities 20
CB As I See It: Anne M. Lavack, Kwantlen Polytechnic University 22

How Do We Find Out about Consumers? The Role of Consumer Research 23

Primary Research 24

Taking It from Here: The Plan of the Book 26

CHAPTER SUMMARY 27

KEY TERMS 28

REVIEW QUESTIONS 29

CONSUMER BEHAVIOUR CHALLENGE 29

MARKETING IN PRACTICE: CASE STUDY 30

NOTES 31

SECTION 2

CONSUMERS AS INDIVIDUALS 33

► CHAPTER 2 Perception 35

Introduction 35

Sensory Systems 36

Sensory Marketing: Harnessing Perception for a Competitive Advantage 36

Sensory Systems 37

How Perception Can Be "Coloured" 37
How Your Eyes Make You Eat More 39
Smell 39
Hearing 41
Touch 43
CB As I See It: Dr. Antonia Mantanakis, Brock University 44
Taste 45

Exposure 45

Sensory Thresholds 46
The Absolute Threshold 46
The Differential Threshold 46
Subliminal Perception 48

Attention 49

Personal Selection Factors 50
Stimulus Selection Factors 51

Interpretation 52

Stimulus Organization 53

The Eye of the Beholder: Interpretation Biases 54

Perceptual Positioning 55

CHAPTER SUMMARY 57

KEY TERMS 57

REVIEW QUESTIONS 58

CONSUMER BEHAVIOUR CHALLENGE 58

MARKETING IN PRACTICE: CASE STUDY 59

NOTES 60

► CHAPTER 3 Learning and Memory 63

The Learning Process 63

Behavioural Learning Theories 63

Classical Conditioning 64
Associative Learning 64
Marketing Applications of Conditioning 67
Instrumental Conditioning 69

Four Types of Learning Schedules 70
Applications of Instrumental Conditioning Principles 72

Cognitive Learning Theory 72

Is Learning Conscious or Not? 73
Observational Learning 74
Applications of Cognitive Learning Principles 74

The Role of Memory in Learning 75

Encoding of Information for Later Retrieval 76
CB As I See It: Dr. Scott Hawkins, Rotman School of Management,
University of Toronto 77
Memory Systems 78
Storing Information in Memory 79
Analogical Learning 81
Retrieving Information for Purchase Decisions 82
Products as Memory Markers 84
Measuring Memory for Marketing Stimuli 85

CHAPTER SUMMARY 87

KEY TERMS 88

REVIEW QUESTIONS 88

CONSUMER BEHAVIOUR CHALLENGE 89

MARKETING IN PRACTICE: CASE STUDY 89

NOTES 91

► CHAPTER 4 Motivation and Affect 95

Introduction 95

The Motivation Process 95

Motivational Strength 96

Drive Theory 96
Expectancy Theory 97

Motivational Direction 98

Needs versus Wants 98
Types of Needs 98
Motivational Conflicts 98
Classifying Consumer Needs 100
Motivation and Goal Fulfillment 102

Consumer Involvement 105

Levels of Involvement: From Inertia to Passion 106
The Many Faces of Involvement 107
Segmenting by Involvement Levels 108
Strategies to Increase Involvement 109

Affect 110

Types of Affective Responses 110
CB As I See It: Monica Popa, University of
Saskatchewan 112
How Social Media Taps into Our Emotions 11
Discrete Emotions 113

CHAPTER SUMMARY 115

KEY TERMS 115

REVIEW QUESTIONS 116

CONSUMER BEHAVIOUR CHALLENGE 116

MARKETING IN PRACTICE: CASE STUDY 117

NOTES 118

► CHAPTER 5 The Self 120

Perspectives on the Self 120

Does the Self Exist? 120
Self-Concept 120
Multiple Selves 123
Virtual Identity 123
Self-Consciousness 124
Consumption and Self-Concept 126
Self/Product Congruence 127
The Extended Self 128
Gender Roles 130
Androgyny 131
Female Roles 133
Male Roles 134
Gay, Lesbian, Bisexual, and Transgender Consumers 135
CB As I See It: Dr. Steve Kates, Simon Fraser University 00

Body Image 137

Body Cathexis 137
Ideals of Beauty 137
Working on the Body 141

CHAPTER SUMMARY 145

KEY TERMS 145

REVIEW QUESTIONS 146

CONSUMER BEHAVIOUR CHALLENGE 146

MARKETING IN PRACTICE: CASE STUDY 147

NOTES 148

► CHAPTER 6 Personality, Lifestyles, and Values 153

Personality 153

Consumer Behaviour on the Couch: Freudian Theory 153
Motivational Research 155
Trait Theories 160

Brand Personality 162

Personality of Positioning 164

Lifestyles and Psychographics 165

Lifestyle: Who We Are, What We Do 165
CB As I See It: Tandy Chalmers Thomas, Queen's University 166
Products Are the Building Blocks of Lifestyles 167
Psychographics 168
Conducting a Psychographic Analysis 168
AIOs 170
Uses of Psychographic Segmentation 171
Psychographic Segmentation Typologies 172
VALS 172
Geodemography 174

Values 174

Core Values 175
How Values Link to Consumer Behaviour 175
Ways to Classify Values 176
Conscientious Consumerism: A New Core Value? 176
Materialism: "He Who Dies with the Most Toys Wins" 177

CHAPTER SUMMARY 178

KEY TERMS 179

REVIEW QUESTIONS 179

CONSUMER BEHAVIOUR CHALLENGE 180
 MARKETING IN PRACTICE: CASE STUDY 180
 NOTES 181

SECTION 3

ATTITUDE CHANGE AND DECISION MAKING 185

► CHAPTER 7 Attitudes 187

The Power of Attitudes 187

The Functions of Attitudes 187
 The ABC Model of Attitudes 189
 Product Attitudes Don't Tell the Whole Story 191

Forming Attitudes 193

Not All Attitudes Are Created Equal 193
 Levels of Commitment to an Attitude 193
 The Consistency Principle 193

Attitude Models 198

Multi-attribute Attitude Models 198

Using Attitudes to Predict Behaviour 200

The Extended Fishbein Model 201
 Obstacles to Predicting Behaviour in the Theory of Reasoned Action 202
 Types of Normative Influence 203
 CB As I See It: Dr. Robert Fisher, University of Alberta 204

CHAPTER SUMMARY 205

KEY TERMS 206

REVIEW QUESTIONS 206

CONSUMER BEHAVIOUR CHALLENGE 206

MARKETING IN PRACTICE: CASE STUDY 207

NOTES 208

► CHAPTER 8 Attitude Change and Interactive Communications 211

Changing Attitudes through Communication 211

Decisions, Decisions: Tactical Communications Options 202
 The Elements of Communication 212

An Updated View: Interactive Communications 213

Uses and Gratifications 213
 Consumer Interactivity 214
 Who's in Charge of the Remote? 215
 New Message Formats 216
 Levels of Interactive Response 216

The Source 217

CB As I See It: Peter Darke, York University 218
 Source Credibility 219
 Hype versus Buzz: The Corporate Paradox 220
 Source Attractiveness 221

The Message 223

Sending the Message 224
 Constructing the Argument 226
 Types of Message Appeals 228
 The Message as Art Form: Metaphors Be with You 233

The Source versus the Message: Sell the Steak or the Sizzle? 235

The Elaboration Likelihood Model 235

Support for the ELM Model 236

CHAPTER SUMMARY 238

KEY TERMS 238

REVIEW QUESTIONS 239

CONSUMER BEHAVIOUR CHALLENGE 239

MARKETING IN PRACTICE: CASE STUDY 240

NOTES 241

► CHAPTER 9 Individual Decision Making 245

Consumers as Problem Solvers 245

Perspectives on Decision Making 246
 Stages in Consumer Decision Making 247
 Types of Consumer Decisions 247

Problem Recognition 250

Information Search 252

Types of Information Search 252
 Online Search 253
 CB As I See It: Dr. Gerald Häubl, University of Alberta 255
 How Much Search Occurs? 256

Evaluation of Alternatives 258

Identifying Alternatives 260
 How Do We Put Products into Categories? 261
 Product Choice: Selecting among Alternatives 264
 Evaluative Criteria 265
 Cybermediaries 266
 Heuristics: Mental Shortcuts 267
 Choosing Familiar Brand Names: Loyalty or Habit? 271
 Decision Rules 272

CHAPTER SUMMARY 275

KEY TERMS 276

REVIEW QUESTIONS 276

CONSUMER BEHAVIOUR CHALLENGE 277

MARKETING IN PRACTICE: CASE STUDY 278

NOTES 279

► CHAPTER 10 Buying and Disposing 283

Introduction 283

Situational Effects on Consumer Behaviour 283

Physical and Social Surroundings 284
 CB As I See It: Dr. Kelley Main, University of Manitoba 285
 Temporal Factors 286
 Antecedent States: If It Feels Good, Buy It . . . 290
 Shopping: A Job or an Adventure? 291
 E-commerce: Clicks versus Bricks 292
 Retailing as Theatre 293
 Store Image 294
 In-Store Decision Making 296
 The Salesperson 297
 Has IT Destroyed Customer Service? 298

Postpurchase Satisfaction 299

Perceptions of Product Quality 299

Acting on Dissatisfaction 302
 The Real Value of Happy Customers 303
 Total Quality Management: Going to the Gemba 303
 The Evolution of Product Ownership 304

Product Disposal 305

Disposal Options 305

CHAPTER SUMMARY 309

KEY TERMS 310

REVIEW QUESTIONS 310

CONSUMER BEHAVIOUR CHALLENGE 310

MARKETING IN PRACTICE: CASE STUDY 311

NOTES 312

SECTION 4

CONSUMERS IN THEIR SOCIAL AND
 CULTURAL SETTINGS 317

► CHAPTER 11 Group Influence and Social Media 319

Reference Groups 319

Types of Reference Groups 319
 When Reference Groups Are Important 323
 CB As I See It: Dr. Sarah J.S. Wilner, Wilfrid Laurier University 324
 The Power of Reference Groups 324
 Conformity 326
 Factors Influencing the Likelihood of Conformity 328
 Social Comparison 328
 Resisting Conformity 331

Opinion Leadership 331

The Nature of Opinion Leadership 332
 Identifying Opinion Leaders 335

Word-of-Mouth Communication 337

Factors Encouraging WOM 337
 Negative WOM 338
 Buzz Building 338

Social Media and Consumer Behaviour 340

Social Networks 341
 Virtual Communities 342

CHAPTER SUMMARY 344

KEY TERMS 345

REVIEW QUESTIONS 345

CONSUMER BEHAVIOUR CHALLENGE 346

MARKETING IN PRACTICE: CASE STUDY 347

NOTES 348

► CHAPTER 12 Income, Social Class, and Family Structure 351

It's Not Just Money 351

Income Patterns 351
 Women's Work 351
 Yes, It Pays to Go to School 352
 To Spend or Not to Spend: That Is the Question 352
 Consumer Confidence 355

Social Class 356

Picking a Pecking Order 356

Social Mobility 358
 CB As I See It: Sandra Laporte, HEC Montreal 361
 Components of Social Class 362

How Social Class Affects Purchase Decisions 363

Class Differences in Worldview 363
 "What Do You Use That Fork For?" Taste Cultures, Codes, and Cultural Capital 367

Online Social Capital 367

Status Symbols 368

How Do We Measure Social Class? 371

Problems with Measures of Social Class 371
 Problems with Social Class Segmentation: A Summary 373

Family Structure 373

Household Structure 373
 Family Age 374
 Family Size 374
 Non-traditional Household and Family Structures 375
 The Family Life Cycle 377

CHAPTER SUMMARY 379

KEY TERMS 379

REVIEW QUESTIONS 380

CONSUMER BEHAVIOUR CHALLENGE 380

MARKETING IN PRACTICE: CASE STUDY 381

NOTES 382

► CHAPTER 13 Subcultures 387

Subcultures, Microcultures, and Consumer Identity 387

Age and Consumer Identity 387

The Youth Market 390

Generation Y 390
 Targeting the University Market 392
 Teens 392
 Tweens 395
 How Do We Research the Youth Market? 397

Generation X 397

The Mature Market 398

Baby Boomers 399
 The Grey Market 400
 Grey Power: Seniors' Economic Clout 400
 CB As I See It: Malcolm C. Smith, University of Manitoba 401
 How Should Marketers Talk to Mature Consumers? 402

Regional Subcultures 404

Ethnic Subcultures and Consumer Identity 407

Ethnicity and Marketing Strategies 407
 Ethnic Groups in Canada 410
 The Effect of Immigration on Canadian Diversity 414
 Ethnic Stereotypes 416

CHAPTER SUMMARY 416

KEY TERMS 417

REVIEW QUESTIONS 417

CONSUMER BEHAVIOUR CHALLENGE 418

NOTES 419

► CHAPTER 14 Cultural Influences on Consumer Behaviour 425

Understanding Culture 425

Aspects of Culture 425

Factors That Differ across Cultures 426

Values and Norms 426
 Myths and Rituals 429
 CB As I See It: Mehdi Mourali, University of Calgary 440
 Sacred and Profane Consumption 440
 Language and Symbols 443

Marketing across Cultures: Think Globally or Act Locally? 444

Adopting a Standardized Strategy 445
 Adopting a Localized Strategy 445
 When Does Global Marketing Work Best? 446

The Diffusion of Consumer Culture across Cultures 447

Emerging Consumer Cultures in Transitional Economies 448

CHAPTER SUMMARY 450

KEY TERMS 451

REVIEW QUESTIONS 451

CONSUMER BEHAVIOUR CHALLENGE 451

MARKETING IN PRACTICE: CASE STUDY 452

NOTES 453

► CHAPTER 15 The Creation and Diffusion of Culture 457

Cultural Selection 457

How Do We Know What's "In?" 457
 Culture Production Systems 458

Components of a CPS 458

High Culture and Popular Culture 462

CB As I See It: Annamma Joy, Faculty of Management, UBCO 463

Product Placement 464

The Diffusion of Innovations 466

How Do We Decide to Adopt an Innovation? 467

Types of Innovations 469

The Fashion System 470

Cultural Categories 471

Behavioural Science Perspectives on Fashion 472

A "Medical" Model of Fashion 475

Cycles of Fashion Adoption 475

CHAPTER SUMMARY 478

KEY TERMS 478

REVIEW QUESTIONS 479

CONSUMER BEHAVIOUR CHALLENGE 480

MARKETING IN PRACTICE: CASE STUDY 481

NOTES 482

Cases 485

APPENDIX I: Sources of Secondary Data 00

APPENDIX II: Careers in Consumer Research 00

Glossary 491

Product, Service, Corporate, and Celebrity Index 00

Subject Index 00

About the Authors

Michael R. Solomon, Ph.D., is professor of marketing and director of the Center for Consumer Research in the Haub School of Business at Saint Joseph's University in Philadelphia. He also is professor of consumer behaviour at the Manchester School of Business, University of Manchester, United Kingdom. Prior to joining the Saint Joseph's faculty in fall 2006, he was the human sciences professor of consumer behaviour 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, where he also served as associate director of NYU's Institute of Retail Management. He earned B.A. degrees in psychology and sociology *magna cum laude* at Brandeis University in 1977, and a Ph.D. in social psychology at the University of North Carolina at Chapel Hill in 1981. He was awarded the Fulbright/FLAD Chair in Market Globalization by the U.S. Fulbright Commission and the government of Portugal, and in fall 1996 he served as Distinguished Lecturer in Marketing at the Technical University of Lisbon.

Professor Solomon's primary research interests include consumer behaviour 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 the United Kingdom, Scandinavia, Australia, 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. Three research projects are currently funded by major multiyear grants from the National Textile Center and U.S. Department of Commerce. He currently sits on the editorial boards of the *Journal of Consumer Behavior*, the *Journal of Retailing*, and the *European Business Review*, and he recently completed 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 fifteen most widely cited scholars in the academic behavioural sciences/fashion literature, and as one of the ten 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 *Allure*, *Elle*, *Glamour*, *Mademoiselle*, *Mirabella*, *Newsweek*, *The New York Times*, *Self*, *USA Today*, and *The Wall Street Journal*. He frequently appears on television and speaks on radio to comment on consumer behaviour issues, including *The Today Show*, *Good Morning America*, *CNBC*, *Channel One*, *Inside Edition*, *Newsweek on the Air*, the Wall Street Journal Radio Network, the Entrepreneur Sales and Marketing Show, the WOR Radio Network, and National Public Radio. He acts as consultant to numerous companies on consumer behaviour and marketing strategy issues and often speaks to business groups throughout the United States and overseas.

In addition to this text, Professor Solomon is co-author of the widely used textbook *Marketing: Real People, Real Choices*. He has three children, Amanda, Zachary, and Alexandra, and a son-in-law, Orly. He lives in Philadelphia with his wife Gail and their "other child"—a pup named Kelbie Rae.





Katherine (Kate) White is associate professor of marketing at the Sauder School of Business, University of British Columbia. Kate is trained as a social psychologist and she completed her Ph.D. at the University of British Columbia, her M.A. at the University of Waterloo, and her B.A. at Simon Fraser University.

Kate's research is focused on the application of social psychology to understanding consumer behaviour. In particular, her research interests focus on social influence, social marketing, and sustainability marketing. Her published work has appeared in top-tier journals including *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of Personality and Social Psychology*, *Personality and Social Psychology Bulletin*, *Journal of Experimental Social Psychology*, and *Journal of Cross-Cultural Psychology*. In addition, her work has been presented at over fifty national and international conferences.

Kate recently received the Dean's Award for Outstanding Scholar and has been identified as "Young Scholar" by the Marketing Science Institute. This latter honour is given to young academics identified as potential leaders of the next generation of marketing researchers.

Kate is mother to twin four-year-old girls and in their spare time they like to travel. When the girls were two they went on Semester at Sea, a program run through the University of Virginia. They spent a semester at sea and travelled to Spain, Morocco, Ghana, South Africa, Mauritius, India, Singapore, Vietnam, China, and Japan. Follow Kate on Twitter @White_K8



Darren Dahl is the Senior Associate Dean—Faculty/Research and Fred H. Siller Professor in Applied Marketing Research at the University of British Columbia. Darren completed his Ph.D. at the University of British Columbia and his B.Comm. at the University of Alberta.

Darren's research interests are in the areas of new product design and development, creativity, consumer product adoption, the role of social influence in consumer behaviour, and understanding the role of self-conscious emotions in consumption. His research has been presented at numerous national and international conferences, and published in various texts and such journals as the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, *Management Science*, and *Journal of Consumer Psychology*. He currently is associate editor of the *Journal of Consumer Research* and serves on the editorial board of the *Journal of Marketing Research*, *Journal of Marketing*, and the *Journal of Consumer Psychology*.

Darren teaches courses in Consumer Behaviour, Marketing Research, and Strategic Marketing Analysis at the undergraduate, MBA, and executive education levels. He has won awards for both his research (e.g., Marketing Science Institute Young Scholar) and his teaching (e.g., CGA Graduate Teaching Award) efforts. Before coming to UBC he held a faculty appointment at the University of Manitoba for four years and has been a visiting professor at Stanford, Columbia University, Hong Kong University of Science and Technology, and the Thammasat University in Thailand. Darren has consulted and organized education programs for a number of nonprofit and for-profit organizations such as Cathay Pacific, Procter & Gamble, Xerox, General Electric, Vancouver Public Health, Teekay Shipping, Lululemon Athletica, Earls Restaurants, Agent Provocateur, Daehong Advertising-Korea, and LIC India.

Preface

This is the sixth Canadian edition of *Consumer Behaviour*. The changes over all these editions have really made this a unique text that captures the Canadian identity.

The textbook still carries Michael R. Solomon's trademark of vastly interesting examples and issues. We have tried not to interfere with his winning style, but have definitely added our own twist. Chapters 12 and 13 are presented with a distinctly Canadian focus. Throughout, we have integrated successful Canadian stories. In addition, the "CB As I See It" boxes, which present the point of view of consumer researchers, are all from scholars of Canadian universities. The cases presented at the end of each chapter all represent real companies and issues that have a distinctly Canadian focus.

APPROACH AND OBJECTIVE TO BUYING, HAVING, AND BEING

As the book's subtitle, "Buying, Having, Being," suggests, our version of this field goes beyond looking at the act of buying to having and being as well. Consumer behaviour is more than buying things; it also embraces the study of how having (or not having) things affects our lives and how our possessions influence the way we feel about ourselves and about each other—our state of being.

In addition to understanding why people buy things, we also try to appreciate how products, services, and consumption activities contribute to the broader social world we experience. Whether shopping, cooking, cleaning, playing basketball, hanging out at the beach, or even looking at ourselves in the mirror, our lives are touched by the marketing system. And, as if these experiences were not complex enough, the task of understanding the consumer multiplies dramatically when a multicultural perspective is taken. In addition to the numerous examples of marketing and consumer practices relating to consumers and companies, chapters contain boxes called "Consumers in Focus" that highlight ways in which consumption impacts us as individual consumers.

The book also emphasizes the importance of understanding consumers in formulating marketing strategy. Many (if not most) of the fundamental concepts in marketing are based on the practitioner's ability to know people. After all, if we don't understand why people behave as they do, how can we identify their needs? If we can't identify their needs, how can we satisfy those needs? To illustrate the potential of consumer research to inform marketing strategy, the text contains numerous examples of specific applications of consumer behaviour concepts by marketing practitioners, as well as examples of windows of opportunity where such concepts might be used—perhaps by alert strategists after taking this course! Many of these possibilities are highlighted in special features called "Marketing Insight."

FEATURES OF THE SIXTH CANADIAN EDITION

The sixth Canadian edition of *Consumer Behaviour* retains and updates the best elements of the previous edition.

CB As I See It: We have asked fellow researchers to share their current work and explain how it relates to the various theories of consumer behaviour.

End-of-Chapter Cases: This is a new addition for the sixth edition. These cases highlight real-world marketing and consumer issues and have a distinctly Canadian focus. The questions at the end of each case ask students to use concepts they learned in the chapter to address real-world questions and problems.



Consumers in Focus. These examples highlight implications for marketing and consumption on individual consumers.



Marketing Insight: These examples help to highlight how principles of consumer behaviour are relevant in real-world marketing contexts.

Weblinks: We have included weblinks throughout each chapter. Web users are reminded that, although the sites are checked thoroughly prior to printing, addresses may change or become inaccessible or currently unavailable.

ADDITIONAL LEARNING AIDS

Learner objectives: Learner objectives at the start of every chapter help students focus on key skills and topics as they make their way through the chapter material.

Full-colour figures, photographs, advertisements, and illustrations: Throughout each chapter, key concepts and applications are illustrated with strong, full-colour visual materials.

Key Terms: Key terms are bolded within the text and listed at the end of each chapter with page references. All of the key terms are collected together in the glossary at the back of the book, and are boldfaced with their page references in the subject index.

Chapter Summary: This feature provides a concise review of the chapter's key topics.

Review Questions: These straightforward questions draw attention to key concepts and theories in each chapter.

Consumer Behaviour Challenge: Each chapter contains two sets of questions that challenge the student to apply the key issues covered. *Discussion Questions* encourage dialogue about important issues in consumer behaviour. *Experiential Exercises* connect learners directly to the marketplace and communities that provide the contexts for consumer behaviour. Many new questions have been added for this edition.

Indexes: A subject index and a product, service, corporate, and celebrity index reference all information and examples in the book.

Supplements

This edition of *Consumer Behaviour* is accompanied by a complete supplements package.

For Instructors

MyTest: A powerful assessment-generation program that helps instructors easily create and print quizzes, tests, exams, as well as homework or practice handouts. Questions and tests can all be authored online, allowing instructors ultimate flexibility and the ability to efficiently manage assessments anytime, from anywhere.

Instructor's Resource CD-ROM: This comprehensive instructor's resource contains electronic versions of the following supplements: Instructor's Resource Manual, PowerPoint Slides, PRS Questions, and the Image Library.

Instructor's Resource Manual with Video Guide: The Instructor's Resource Manual with Video Guide contains lecture notes, field project ideas, and answers to the questions in each Consumer Behaviour Challenge.

PowerPoint Slides: More than 150 Slides highlighting key concepts featured in the text are available electronically in PowerPoint.

Personal Response System Questions: These questions are designed to be used in conjunction with "clickers" from an outside vendor. They are a great way to increase student participation.

Image Library: The Image Library contains all the advertisements featured in this edition, as well as all the figures and tables.

Pearson Canada/CBC Video Library: Pearson Canada and the CBC have worked together to bring you segments from the CBC series *Venture*, *The National*, and *Marketplace*. Designed specifically to complement the text, this case collection is an excellent tool for bringing students in contact with the world outside the classroom. The programs have extremely high production values and have been chosen to relate directly to chapter content. Please contact your Pearson Canada sales representative for details.



CourseSmart for Instructors: CourseSmart goes beyond traditional expectations—providing instant online access to the textbooks and course materials you need at a lower cost for students. And even as students save money, you can save time and hassle with a digital eTextbook that allows you to search for the most relevant content at the very moment you need it. Whether it's evaluating textbooks or creating lecture notes to help students with difficult concepts, CourseSmart can make life a little easier. See how when you visit www.coursesmart.com/instructors.

Technology Specialists. Pearson's Technology Specialists work with faculty and campus course designers to ensure that Pearson technology products, assessment tools, and online course materials are tailored to meet your specific needs. This highly qualified team is dedicated to helping schools take full advantage of a wide range of educational resources, by assisting in the integration of a variety of instructional materials and media formats. Your local Pearson Education sales representative can provide you with more details on this service program.

Pearson Custom Library

For enrollments of at least 25 students, you can create your own textbook by choosing the chapters that best suit your own course needs. To begin building your custom text, visit www.pearsoncustomlibrary.com. You may also work with a dedicated Pearson Custom editor to create your ideal text—publishing your own original content or mixing and matching Pearson content. Contact your local Pearson Representative to get started.

For Students

Companion Website [URL: TBD]

The Companion Website is easy to navigate and is organized to correspond to the chapters in this textbook. Whether you are a student in the classroom or a distance learner, you will discover helpful resources for in-depth study and research that empower you in your quest for greater knowledge and maximize your potential for success in the course. The resources on this site provide students with tools for learning course material. These modules include the following:

Chapter Quizzes
 Mini-Cases and Assessment
 Simulations (correlation)
 Audio Chapter Summaries
 Glossary Flashcards

Use the access code packaged with this text to take advantage of these online resources to enhance your learning experience.

CourseSmart for Students: CourseSmart goes beyond traditional expectations—providing instant, online access to the textbooks and course materials you need at an average savings of 60 percent. With instant access from any computer and the ability to search your text, you'll find the content you need quickly, no matter where you are. And with online tools such as highlighting and note-taking, you can save time and study efficiently. See all the benefits at www.coursesmart.com/students.

Pearson eText: Pearson eText gives students access to the text whenever and wherever they have access to the Internet. eText pages look exactly like the printed text, offering powerful new functionality for students and instructors. Users can create notes, highlight text in different colours, create bookmarks, zoom, click hyperlinked words and phrases to view definitions, and view in single-page or two-page view. Pearson eText allows for quick navigation to key parts of the eText using a table of contents, and provides full-text search. The eText may also offer links to associated media files, enabling users to access videos, animations, or other activities as they read the text.

Study on the Go: At the end of each chapter, you will find a unique barcode providing access to Pearson's Study on the Go, an unprecedented mobile integration between text and online content. Students link to unique Study on the Go content directly from their smartphones, allowing them to study whenever and wherever they wish! Go to one of the sites below to see how you can download an app to your smartphone for free; once the app is installed, your phone will scan the code and link to a website containing Study on the Go content, including the popular study tools Glossary Flashcards, Audio Summaries, and Quizzes, which can be accessed anytime:

ScanLife

<http://getscanlife.com>

NeoReader

<http://get.neoreader.com>

QuickMark

www.quickmark.com.tw

Acknowledgments

The Canadian authors would like to thank Michael R. Solomon for continuing to provide updated, relevant material and interesting revisions. We also owe much to our colleagues who wrote many interesting articles that were incorporated into this edition. We may have missed many additional important papers and hope our colleagues will point out to us where these can be added to the text for future editions. We especially thank all our colleagues who contributed to the CB As I See It boxes:

Tandy Chalmers Thomas, Queen's University
Peter Darke, York University
Robert Fisher, University of Alberta
Gerald Häubl, University of Alberta
Scott Hawkins, University of Toronto
Annamma Joy, University of British Columbia, Okanagan
Steven Kates, Simon Fraser University
Sandra Laporte, HEC Montreal
Anne M. Lavack, Simon Fraser University
Kelley Main, University of Manitoba
Antonia Mantanakis, Brock University
Mehdi Mourali, University of Calgary
Monica Popa, University of Saskatchewan
Malcolm C. Smith, University of Manitoba
Sarah J.S. Wilner, Wilfrid Laurier University

We also thank the following colleagues who provided reviews of the sixth edition:

Beth Pett, Niagara College
Ann Stone, University of British Columbia
Shelley Rinehart, University of New Brunswick, Saint John
Keith Wallace, Kwantlen Polytechnic University
Duane Weaver, Vancouver Island University
Steven Kates, Simon Fraser University
Colin Campbell, Simon Fraser University
Pat Browne, Kwantlen Polytechnic University
Debra Basil, University of Lethbridge
JoAndrea Hoegg, University of British Columbia
Jane Dunnett, University of New Brunswick

We appreciate the work of the staff at Pearson Canada, including Nick Durie, Patti Sayle, Nicole Lukach, Victoria Naik, and Miriam Blier.

Michael R. Solomon
Katherine White
Darren W. Dahl