SEVENTH CANADIAN EDITION

CONSUMER BEHAVIOUR
BUYING, HAVING, BEING

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About the Authors

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.
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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 50 national and international conferences.

Kate recently received the Dean’s Award for Outstanding Scholar and has been identified as a “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 associate editor at the Journal of Marketing Research and is on the editorial boards of Journal of Consumer Research and Journal of Consumer Psychology. She has been ranked number 15 worldwide for publications in the A-level marketing journals by the American Marketing Association.

Kate is mother of twin daughters, 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 of Faculty, director of the Robert H. Lee Graduate School, and BC Innovation Council Professor 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 is currently editor in chief of the Journal of Consumer Research and serves on the editorial board of the Journal of Marketing Research, Journal of Marketing, and International Journal of Research in Marketing. He has been ranked number one worldwide for publications in the A-level marketing journals by the American Marketing Association.

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Preface

This is the seventh 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 “As I See It” boxes, which present the point of view of consumer researchers, are all from scholars at Canadian universities. The cases presented at the end of each chapter all represent real companies and issues that have a distinctly Canadian focus.

THE “BUYING, HAVING, BEING” APPROACH AND OBJECTIVE

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 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 weren’t 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 SEVENTH CANADIAN EDITION

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

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: These cases highlight current 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.

ADDITIONAL LEARNING AIDS

NEW TO THIS EDITION

MyMarketingLab Resources

MyMarketingLab delivers proven results in helping individual students succeed. It provides engaging experiences that personalize, stimulate, and measure learning for each student. MyMarketingLab includes powerful learning resources, including online simulations to help students work through and master key business topics, a Study Plan for student self-study, and a wealth of engaging assessment and teaching aids to help students and instructors explore unique learning pathways. MyMarketingLab online resources include:

- Study Plan. MyMarketingLab offers students an engaging and focused self-study experience that is driven by a powerful new Study Plan. Students work through assessments in each chapter to gauge their understanding and target the topics that require additional practice. Along the way, they are recognized for their mastery of each topic and guided toward resources in areas that they might be struggling to understand.

- Decision-Making Simulations. Decision Making Mini-Simulations walk students through key business decision-making scenarios to help them understand how marketing decisions are made. Students are asked to make important decisions relating to core marketing concepts. At each point, students receive feedback to help them understand the implications of their choices in the marketing environment. These simulations can now be assigned by instructors and graded directly through MyMarketingLab.

- Business Today Video Database. Business Today is a dynamic and expanding database of videos that covers the disciplines of business, marketing, management, and more. In addition to the videos that are specifically correlated to this text, you will find new videos posted regularly. Check back often to see up-to-date video examples that are perfect for classroom use.

- Writing Assignments. Each assisted-graded writing assignment is based on a question from the text and provides the perfect framework for instructors to efficiently assign, review, and grade students’ written work. Questions are accompanied by a clickable rubric that allows instructors to review written work, provide immediate feedback, and assign a grade quickly and consistently.

- Learning Catalytics. Learning Catalytics is a “bring your own device” student engagement, assessment, and classroom intelligence system. It allows instructors to engage students in class with a variety of question types designed to gauge student understanding.

- Glossary Flashcards. These provide a targeted review of the Key Terms in each chapter. The Glossary Flashcards allow learners to select the specific terms and chapters that they would like to study. The cards can also be sorted by Key Term or by definition to give students greater flexibility when studying.

- Pearson eText. The Pearson eText gives students access to their textbook anytime, anywhere. In addition to note taking, highlighting, and bookmarking, the Pearson eText offers interactive and sharing features. Rich media options may include videos, animations, interactive figures, and built-in assessments, all embedded in the text. Instructors can share their comments or highlights, and students can add their own, creating a tight community of learners within the class.
The Pearson eText may include a responsive design for easy viewing on smartphones and tablets. Many of our eTexts now have configurable reading settings, including resizable type and night reading mode.

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.

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

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.

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

Computerized Test Bank: Pearson’s computerized test banks allow instructors to filter and select questions to create quizzes, tests, or homework. Instructors can revise questions or add their own, and may be able to choose print or online options. These questions are also available in Microsoft Word format.


Learning Solutions Managers: Pearson’s Learning Solutions Managers 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.

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

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