

1: Consumer Behaviour: A European Perspective - Michael R. Solomon - Google Books

For undergraduate and MBA courses in consumer behavior. Solomon goes beyond the discussion of why people buy things and explores how products, services, and consumption activities contribute to shape people's social experiences.

The field of consumer behavior covers a lot of ground: It is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. Consumers take many forms, ranging from an 8-year-old child who begs her mother for a Frozen Elsa doll to an executive in a large corporation who helps to decide on a multimillion-dollar computer system. The items we consume include anything from canned peas to a massage, democracy, Juicy jeans, Reggaeton music, or a celebrity like Taylor Swift. The needs and desires we satisfy range from hunger and thirst to love, status, and even spiritual fulfillment. Marketing practitioners rely heavily on consumer behavior research to guide strategic decisions that may range from the most effective way to phrase an advertisement to the optimal way to configure a store environment or how to design a public policy campaign to encourage responsible consumption. In its early stages of development, consumer behavior researchers referred to the field as buyer behavior; this reflected the emphasis at that time on the interaction between consumers and producers at the time of purchase. Most marketers now recognize that consumer behavior is in fact an ongoing process, not merely what happens at the moment a consumer hands over money or a credit card and in turn receives some good or service. In many cases, however, different people play a role in this sequence of events. In other cases, another person may act as an influencer when he or she recommends certain products without actually buying or using them. Finally, consumers may take the form of organizations or groups. In other organizational situations, a large group of people may make purchase decisions: One important type of organization is the family, in which different family members weigh in about products and services that all will use. Successful companies understand that needs are a moving target. No organization—no matter how renowned for its marketing prowess—can afford to rest on its laurels. Everyone needs to keep innovating to stay ahead of changing customers and the marketplace. BMW is a great example of a company that carefully tracks consumer behavior. The company is highly sensitive to such key trends that affect consumer behavior as: A desire for environmentally friendly products Increasingly congested roadways and the movement by some cities such as London to impose fees on vehicles in central areas New business models that encourage consumers to rent products only while they need them rather than buying them outright. Drivers use a computer chip in their licenses to hire a car and leave it wherever they are when they no longer need it. Why should managers, advertisers, and other marketing professionals bother to learn about consumer behavior? The basic marketing concept states that organizations exist to satisfy needs. Marketers can satisfy these needs only to the extent that they understand the people or organizations that will use the products and services they sell. Our society is evolving from a mass culture in which many consumers share the same preferences to a diverse one in which we each have almost an infinite number of choices—just think about how many shades of lipstick or necktie patterns compete for your attention. This change makes it more important than ever to identify distinct market segments and to develop specialized messages and products for those groups. Building loyalty to a brand is a smart marketing strategy, so sometimes companies define market segments when they identify their most faithful customers or heavy users. A study of 54 million shoppers reported that only 2. For better or for worse, we all live in a world that the actions of marketers significantly influence. Marketing stimuli surround us as advertisements, stores, and products compete for our attention and our dollars. In many ways we are also at the mercy of marketers, because we rely on them to sell us products that are safe and that perform as promised, to tell us the truth about what they sell, and to price and distribute these products fairly. Popular culture—the music, movies, sports, books, celebrities, and other forms of entertainment that the mass market produces and consumes—is both a product of and an inspiration for those who study consumer behavior. It also affects our lives in more far-reaching ways, ranging from how we acknowledge cultural events such as marriage, death, or holidays to how we view social issues such as climate change, gambling, and addictions. The cultural impact of consumer behavior is hard to overlook, although many people do not

seem to realize how much marketers influence their preferences for movie and musical heroes; the latest fashions in clothing, food, and decorating choices; and even the physical features that they find attractive or ugly in men and women. For example, consider the product icons that companies use to create an identity for their products. Many imaginary creatures and personalities, from the Pillsbury Doughboy to the Jolly Green Giant, at one time or another have been central figures in popular culture. In fact, it is likely that more consumers could recognize such characters than could identify past presidents, business leaders, or artists.

What Does It Mean to Consume? Every year, people buy about 1. Devotees use them in decorations, dioramas, online slide shows, and sculptures. Some fans feel challenged to test their physical properties: On more than Peeps Web sites, you can see fetishists skewering, microwaving, hammering, decapitating, and otherwise abusing the spongy confections. This fascination with a creepy little candy chick illustrates one of the fundamental premises of the modern field of consumer behavior: People often buy products not for what they do, but for what they mean. The deeper meanings of a product may help it to stand out from other similar goods and services. All things being equal, we choose the brand that has an image or even a personality! People choose between these archivals or other competitors largely because of their brand images—meanings that have been carefully crafted with the help of legions of rock stars, athletes, slickly produced commercials, and many millions of dollars. Our motivations to consume range from the practical to the fanciful. In some cases, we decide to try a product because we want to learn more about the experience and in some way grow personally. For example, in one study undergraduates who were asked to try a new fictitious brand of beer were more likely to do so when they believed their level of expertise with the product was relatively low imagine that! In other cases our choice of a product links more to our broader identity as a member of a larger entity such as an ethnic group or a country.

Consumer Behavior as a Field of Study By now it should be clear that the field of consumer behavior encompasses many things, from the simple purchase of a carton of milk to the selection of a complex networked computer system; from the decision to donate money to a charity to devious plans to rip off a company. Although people have certainly been consumers for a long time, it is only recently that consumption per se has been the object of formal study. In fact, although many business schools now require that marketing majors take a consumer behavior course, most colleges did not even offer such a course until the s. Where do we find consumer behavior researchers? Just about anywhere we find consumers. For example, when an advertising agency began to work on a new campaign for retailer JC Penney, it sent consumer behavior specialists to hang out with more than 50 women for several days. Many different perspectives shape the young field of consumer behavior. Indeed, it is hard to think of a field that is more interdisciplinary. You can find people with training in a wide range of disciplines—from psychophysiology to literature—doing consumer research. Universities, manufacturers, museums, advertising agencies, and governments employ consumer behavior researchers. Several professional groups, such as the Association for Consumer Research and the Society for Consumer Psychology, have been formed since the mids to promote the study of consumer behavior. Clearly there are a lot of researchers from diverse backgrounds who are into the study of consumer behavior. The gist of the story is that each man touched a different part of the animal and, as a result, the descriptions each gave of the elephant were quite different. This analogy applies to consumer behavior research as well. Depending on the training and interests of the researchers studying it, they will approach the same consumer phenomenon in different ways and at different levels. In recent years, some consumer behavior research has become more proactive, as adherents try to influence consumer behavior rather than just understand it. Consumer culture theory CCT refers generally to consumer behavior research that regards consumption from a social and cultural point of view rather than more narrowly as an economic exchange. CCT studies embrace a variety of consumer behavior topics that range from how the media shapes our conceptions of our bodies or how underprivileged people cope with poverty to how Harley-Davidson riders participate in an active community of bike lovers. Many researchers regard the field of consumer behavior as an applied social science. They argue that the value of the knowledge we generate should be judged in terms of its ability to improve the effectiveness of marketing practice.

Buying, Having, and Being.

2: Why Do They Buy? - Consumer Behavior Expert Michael Solomon

For undergraduate and MBA courses in consumer behavior. Solomon goes beyond the discussion of why people buy things and explores how products, services, and consumption activities contribute to shape people's social experiences. MyMarketingLab for Consumer Behavior is a total learning package.

History of marketing thought In the s and 50s, marketing was dominated by the so-called classical schools of thought which were highly descriptive and relied heavily on case study approaches with only occasional use of interview methods. At the end of the s, two important reports criticised marketing for its lack of methodological rigor, especially the failure to adopt mathematically-oriented behavioural science research methods. From the s, marketing began to shift its reliance away from economics and towards other disciplines, notably the behavioural sciences, including sociology, anthropology and clinical psychology. This resulted in a new emphasis on the customer as a unit of analysis. As a result, new substantive knowledge was added to the marketing discipline – including such ideas as opinion leadership, reference groups and brand loyalty. Market segmentation, especially demographic segmentation based on socioeconomic status SES index and household life-cycle, also became fashionable. With the addition of consumer behaviour, the marketing discipline exhibited increasing scientific sophistication with respect to theory development and testing procedures. By the s, marketing began to adopt techniques used by motivation researchers including depth interviews, projective techniques, thematic apperception tests and a range of qualitative and quantitative research methods. Consumer behaviour is concerned with: As a field of study, consumer behaviour is an applied social science. Consumer behaviour analysis is the "use of behaviour principles, usually gained experimentally, to interpret human economic consumption. Understanding purchasing and consumption behaviour is a key challenge for marketers. Consumer behaviour, in its broadest sense, is concerned with understanding both how purchase decisions are made and how products or services are consumed or experienced. Consumers are active decision-makers. They decide what to purchase, often based on their disposable income or budget. They may change their preferences related to their budget and a range of other factors. Some purchase decisions are made by groups such as families, households or businesses while others are made by individuals. When a purchase decision is made by a small group, such as a household, different members of the group may become involved at different stages of the decision process and may perform different roles. For example, one person may suggest the purchase category, another may search for product-related information while yet another may physically go to the store, buy the product and transport it home. It is customary to think about the types of decision roles; such as: In a family unit, the adult female often makes brand choices on behalf of the entire household, while children can be important influencers The Initiator the person who proposes a brand or product for consideration something in return; The Influencer someone who recommends a given brand; The Decider the person who makes the ultimate purchase decision; The Purchaser the one who orders or physically buys it; The User the person who uses or consumes the product. The importance of children as influencers in a wide range of purchase contexts should never be underestimated and the phenomenon is known as pester power. The decision model situates the black box in a broader environment which shows the interaction of external and internal stimuli e. The decision model assumes that purchase decisions do not occur in a vacuum. The elements of the model include: In practice some purchase decisions, such as those made routinely or habitually, are not driven by a strong sense of problem-solving. High involvement products are those that carry higher levels of risk and are often expensive, infrequent purchases. The strength of the need drives the entire decision process. Information search describes the phase where consumers scan both their internal memory and external sources for information about products or brands that will potentially satisfy their need. The aim of the information search is to identify a list of options that represent realistic purchase options. Throughout the entire process, the consumer engages in a series of mental evaluations of alternatives, searching for the best value. Towards the end of the evaluation stage, consumers form a purchase intention, which may or may not translate into an actual product purchase. The stages of the decision process normally occur in a fixed sequence. Problem recognition[edit] The first

stage of the purchase decision process begins with problem recognition also known as category need or need arousal. The strength of the underlying need drives the entire decision process. These are typically expensive purchases, or purchases with high social visibility e. Routinized problem-solving Repeat purchases or habitual purchases Consumers become aware of a problem in a variety of ways including: Regular purchase When a consumer purchases a product on a regular basis e. Dissatisfaction When a consumer is not satisfied with the current product or service. New Needs or Wants Lifestyle changes may trigger the identification of new needs e. Related products The purchase of one product may trigger the need for accessories, spare parts or complementary goods and services e. Marketer-induced problem recognition When marketing activity persuades consumers of a problem usually a problem that the consumer did not realise they had. New Products or Categories When consumers become aware of new, innovative products that offer a superior means of fulfilling a need. Disruptive technologies such as the advent of wireless free communications devices can trigger a need for plethora of products such as a new mouse or printer. Information search[edit] Customer purchase decision, illustrating different communications touchpoints at each stage During the information search and evaluation stages, the consumer works through processes designed to arrive at a number of brands or products that represent viable purchase alternatives. Typically consumers first carry out an internal search; that is a scan of memory for suitable brands. The evoked set is a term used to describe the set of brands that a consumer can elicit from memory and is typically a very small set of some 3- 5 alternatives. The fact that a consumer is aware of a brand does not necessarily mean that it is being considered as a potential purchase. For instance, the consumer may be aware of certain brands, but not favourably disposed towards them known as the inept set. Such brands will typically be excluded from further evaluation as purchase options. For other brands, the consumer may have indifferent feelings the inert set. In practice, the consideration set has assumed greater importance in the purchase decision process because consumers are no longer totally reliant on memory. The implication for marketers is that relevant brand information should be disseminated as widely as possible and included on any forum where consumers are likely to search for product or brand information, whether traditional media or digital media channels. Alternatively, evaluation may occur continuously throughout the entire decision process. Consumers evaluate alternatives in terms of the functional also called utilitarian and psycho-social also called the value-expressive or the symbolic benefits offered. Brand image or brand personality is an important psycho-social attribute. Consumers can have both positive and negative beliefs about a given brand. Consumers who are less knowledgeable about a category tend to evaluate a brand based on its functional characteristics. However, when consumers become more knowledgeable, functional attributes diminish and consumers process more abstract information about the brand, notably the self-related aspects. During the evaluation of alternatives, the consumer ranks or assesses the relative merits of different options available. No universal evaluation process is used by consumers across all-buying situations. Thus the relevant evaluation attributes vary according to across different types of consumers and purchase contexts. For example, attributes important for evaluating a restaurant would include food quality, price, location, atmosphere, quality of service and menu selection. Consumers, depending on their geographic, demographic, psychographic and behavioural characteristics, will decide which attributes are important to them. Potential patrons seeking a hedonic dining experience may be willing to travel further distances to patronise a fine-dining venue compared to those wanting a quick meal at a more utilitarian eatery. After evaluating the different product attributes, the consumer ranks each attribute or benefit from highly important to least important. Purchase intentions are a strong, yet imperfect predictor of sales. Sometimes purchase intentions simply do not translate into an actual purchase and this can signal a marketing problem. The extent to which purchase intentions result in actual sales is known as the sales conversion rate. The provision of easy credit or payment terms may encourage purchase. Sales promotions such as the opportunity to receive a premium or enter a competition may provide an incentive to buy now rather than defer purchases for a later date. Advertising messages with a strong call-to-action are yet another device used to convert customers. Other types of calls-to-action might provide consumers with strong reasons for purchasing immediately such an offer that is only available for a limited time e. The key to a powerful call-to-action is to provide consumers with compelling reasons to purchase promptly rather than defer purchase decisions. As consumers approach the

actual purchase decision, they are more likely to rely on personal sources of information. Methods used might include: This is also known as "post-purchase intention". Consumer actions, in this instance, could involve requesting a refund, making a complaint, deciding not to purchase the same brand or from the same company in the future or even spreading negative product reviews to friends or acquaintances, possibly via social media. After acquisition, consumption or disposition, consumers may feel some uncertainty in regards to the decision made, generating in some cases regret. Consumers use a number of strategies to reduce post purchase dissonance. A typical strategy is to look to peers or significant others for validation of the purchase choice. Marketing communications can also be used to remind consumers that they made a wise choice by purchasing Brand X. Consumers can also feel short-term regret when they avoid making a purchase decision, however this regret can dissipate over time. This refers to the formation of hypotheses about the products or a service through prior experience or word of mouth communications. There are four stages that consumers go through in the hypothesis testing: Hypothesis generation, exposure of evidence, encoding of evidence and integration of evidence. Influences on purchase decision[edit] Purchasing is influenced by a wide range of internal and external factors. Internal influences on purchase decision[edit] See also: Market segmentation Internal influences refer to both personal and interpersonal factors. Social theory suggests that individuals have both a personal identity and a social identity. Personal identity consists of unique personal characteristics such as skills and capabilities, interests and hobbies. Social psychologists have established that the need to belong is one of the fundamental human needs. Demographic factors include income level, psychographics lifestyles , age, occupation and socio-economic status. Personality factors include knowledge, attitudes, personal values, beliefs , emotions and feelings. Social identity factors include culture, sub-culture and reference groups. Consumers typically use most of their resources time, energy and finances attempting to satisfy these lower order needs before the higher order needs of belonging, esteem and self-actualization become meaningful. Part of any marketing program requires an understanding of which motives drive given product choices. Marketing communications can illustrate how a product or brand fulfills these needs. A decision to purchase an analgesic preparation is motivated by the desire to avoid pain negative motivation A decision to buy an ice-cream sundae is motivated by the desire for sensory gratification positive motivation Another approach proposes eight purchase motivations, five negative motives and three positive motives, which energise purchase decisions as illustrated in the table below.

3: Consumer behaviour - Wikipedia

Crack the code on why consumers buy your products and services. See why Michael is the #1 choice for a keynote speaker on consumer behavior, branding, retailing, and fashion psychology.

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Michael R. Solomon, Ph.D., joined the Haub School of Business at Saint Joseph's University in Philadelphia as Professor of Marketing in , where he also serves as Director of the Center for Consumer Research.

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CONSUMER BEHAVIOUR SOLOMON pdf

Taking a psychological approach to the area of consumer behaviour, this exciting new Australian text presents a contemporary framework based around a buying, having and being model.

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