

7<sup>th</sup> CANADIAN EDITION

# Consumer Behaviour

→ Buying  
→ Having  
→ Being

MICHAEL SOLOMON • KATHERINE WHITE • DARREN W. DAHL



SEVENTH CANADIAN EDITION

# CONSUMER BEHAVIOUR

BUYING, HAVING, BEING

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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.





**Katherine (Kate) White** is professor of marketing and behavioural science at the Sauder School of Business, University of British Columbia. She holds a Professorship in Consumer Insights, Prosocial Consumption, and Sustainability. 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 teaches courses in consumer behaviour, consumer insights, marketing strategy, and sustainability marketing at the undergraduate, graduate, and executive levels. She has also consulted on various marketing and behaviour change projects with clients such as the City of Calgary, My Sustainable Canada, DDB Canada, and Big Rock Brewery.

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.

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., 3M Award for Excellence in Teaching) 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 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 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.

*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.

## 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 questions 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.
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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.

## 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.

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

*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.

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*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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Michael R. Solomon  
Katherine White  
Darren W. Dahl

# An Introduction to Consumer Behaviour

## CHAPTER OBJECTIVES

When you finish reading this chapter you will:

- 1 Understand that consumer behaviour is a process.
- 2 Be aware that marketers need to understand the wants and needs of different consumer segments.
- 3 Understand that popular culture is both a product of and an inspiration for marketers.
- 4 Understand that the Internet has changed patterns of consumer behaviour.
- 5 Understand that there are many ethical issues to consider in the domain of marketing and consumer behaviour.
- 6 Understand that various behaviours can have negative impacts on consumers and society, and these are sometimes referred to as the “dark side” of consumer behaviour.
- 7 Understand that many different research methodologies can be used to understand consumer behaviour.

## INTRODUCTION

Gail has some time to kill before her accounting class, so she pulls out her iPhone to see what’s going on in her social networks. Between studying for her accounting and marketing exams, she hasn’t checked out anything interesting in days—even her Facebook friends around campus have been quiet. *Enough of the serious stuff*, she decides. *It’s time for some really educational surfing.*

So, where to go first? Gail goes straight to Pinterest to see if anyone has pinned any new styles on her Shoe-aholic board. She’s just about to jump to Gen Y Girl when she gets a text from Jewelmint.com to notify her that the site has a new jewellery option for her that’s based on the profile she filled out when she registered. Sweet—it’s a bracelet recommended by actress Allison Williams from *Girls*. With her PayPal account, it doesn’t take Gail long to throw the pendant in her cart and order it—and to share a photo of her haul on Facebook. On a whim, Gail opens the Tinder app on her phone—yes, as usual, plenty of guys want to meet up if she “swipes right.” Not happening with these dweebs—a flurry of left swipes and she’s done. As Gail glances at the clock, she realizes she’d better come back to the real world or she’ll miss her exam. Okay, enough time for one quick post before she runs to catch the campus shuttle: Gail logs on to RateMyProfessors.com and writes a quick but glowing paragraph about how great her Consumer Behaviour professor has been this semester . . . not to mention that awesome textbook the class has been using.

## Consumer Behaviour: People in the Marketplace

This book is about people like Gail—and *you*. It concerns the products and services we buy and use, and the ways these fit into our lives. This introductory chapter describes some important aspects of the field of consumer behaviour and some reasons why it's essential to understand how people interact with the marketing system. For now, though, let's return to one “typical” consumer: Gail, the business major. The preceding vignette allows us to highlight some of the aspects of consumer behaviour we will cover in the rest of the book. Gail is a consumer; let's compare her to other consumers.

- For some purposes, marketers find it useful to categorize her in terms of her age, gender, income, or occupation. These are descriptive characteristics of a population, or demographics. In other cases, marketers would rather know something about Gail's psychographics, which can include aspects of a person's lifestyle, interests, attitudes, values, and personality. These could include her interests in clothing or music, or the way she spends her leisure time. Knowledge of consumer characteristics plays an extremely important role in many marketing applications, such as when a manufacturer defines the market for a product or an advertising agency decides upon the appropriate techniques to employ when it targets a certain group of consumers.
- Gail's friends strongly influence her purchase decisions. The conversations we have with others transmit a lot of product information, as well as recommendations to use or avoid particular brands; this content often is more influential than what we see on television commercials, magazines, or billboards. The growth of the Web has created thousands of online **consumption communities**, where members share opinions and recommendations about anything from Barbie dolls to baseball fantasy league team lineups to iPhone apps. Gail forms bonds with fellow group members because they use the same products. There is also pressure on each group member to buy things that will meet with the group's approval.
- As members of a large society, such as Canada, people share certain cultural values, or strongly held beliefs, about the way the world should function. Members of subcultures, or smaller groups within the culture, also share values; these groups include teens, French Canadians, or “prairie people,” and even hipsters who listen to Arcade Fire, wear Band of Outsiders clothing, and eat vegan tacos.
- Every day, Gail comes into contact with information about many competing *brands*. Some don't capture her attention at all, whereas others are just a turnoff because they don't relate to “looks,” people, or ideas with which she identifies. The use of market segmentation strategies means that an organization targets its product, service, or idea only to specific groups of consumers rather than to everybody—even if it means that other consumers who don't belong to this target market aren't attracted to it. That's why they make chocolate and vanilla ice cream (and even candied bacon flavour!).
- Brands often have clearly defined images, or “personalities,” that advertising, packaging, branding, and other marketing elements help to shape. Even the choice of a favourite website is very much a *lifestyle* statement: It says a lot about a person's interests, as well as something about the type of person she would like to be. People often purchase a product because they like its image or because they feel its “personality” somehow corresponds to their own. Moreover, a consumer may believe that if she buys and uses the product or service, its desirable qualities will “magically” rub off on her. When a product or service succeeds in satisfying our specific needs or desires, we may reward it with many years of *brand loyalty*, a bond between product and consumer that is very difficult for competitors to break.
- The appearance, taste, texture, or smell of the item influences our evaluations of products. A good website helps people to feel, taste, and smell with their eyes. We may be swayed by the shape and colour of a package on the store shelf, as well as

by more subtle factors, such as the symbolism in a brand name, in an advertisement, or even in the choice of a cover model for a magazine. These judgments are affected by—and often reflect—how a society feels people should define themselves at that point in time. Many product meanings lurk below the surface of the packaging and advertising; we'll discuss some of the methods marketers and social scientists use to discover or apply these meanings.

## What Is Consumer Behaviour?

CO 1

The field of **consumer behaviour** 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 eight-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, Reggae music, or a celebrity like Taylor Swift. Needs and desires to be satisfied range from hunger and thirst to love, status, or even spiritual fulfillment. And, as we'll see throughout this book, people can get passionate about a broad range of products.

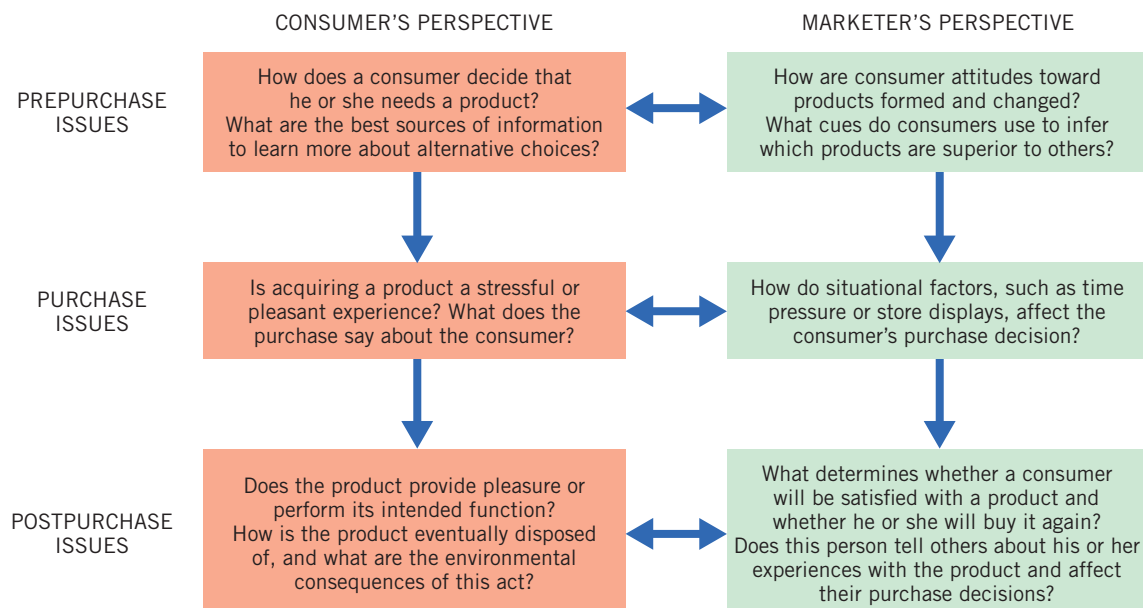
### CONSUMER BEHAVIOUR IS A PROCESS

In its early stages of development, the field of consumer behaviour was often referred to as *buyer behaviour*, reflecting an emphasis on the interaction between consumers and producers at the time of purchase. Marketers now recognize that consumer behaviour is an ongoing *process*, not merely what happens at the moment a consumer hands over money or a credit card and in turn receives a good or service.

The **exchange**, in which two or more organizations or people give and receive something of value, is an integral part of marketing.<sup>1</sup> Although exchange is an important part of consumer behaviour, the expanded view emphasizes the entire consumption process, which includes the issues that influence the consumer before, during, and after a purchase. Figure 1–1 illustrates some of the issues addressed during each stage of the consumption process.

FIGURE 1–1

### Some Issues That Arise during Stages in the Consumption Process



## CO 2

## CONSUMERS' IMPACT ON MARKETING STRATEGY

## Watch

Goodwill: Understanding Consumer and Business Buyer Behavior

## MARKETING INSIGHT

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. No one (not even rivals like Audi or Mercedes-Benz) would deny that the German automaker knows how to make a good car (though they may not agree with the company's claim to be “the ultimate driving machine”). Still, BMW's engineers and designers know they have to understand how drivers' needs will change in the future—even those loyal owners who love the cars they own today. The company is highly sensitive to such key trends as the following:

- 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

BMW's response: The company committed more than \$1 billion to develop electric models like its new i3 commuter car and i8 sports car. These futuristic-looking vehicles are largely made from lightweight carbon fibre to maximize the distance they can go between battery charges, and 25 percent of the interior plastic comes from recycled or renewable raw materials.<sup>2</sup> In addition, BMW launched a car-sharing service called DriveNow, which started in Germany and is now available in San Francisco.<sup>3</sup> Drivers use a computer chip in their licences to hire a car and leave it wherever they are when they no longer need it. That's forward thinking.

→ The Benjamin Hotel in New York City offers a “Dream Dog” program that pampers not only guests, but also their dogs. The hotel is segmenting based on both income and lifestyles, and is appealing to higher-income consumers who enjoy travelling with their pets.

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Why should managers, advertisers, and other marketing professionals bother to learn about consumer behaviour? Very simply, *understanding consumer behaviour* is good business. A basic marketing concept states that firms exist to satisfy consumers' needs. These needs can be satisfied only to the extent that marketers understand the people or organizations that will use the products and services they are trying to sell—and do so *better* than their competitors.

Consumer response is the ultimate test of whether a marketing strategy will succeed. Thus, knowledge about consumers is incorporated into virtually every facet of a successful marketing plan. Data about consumers help marketers define the market and identify threats to a brand and opportunities for it. And, in the world of marketing, nothing is forever. This knowledge also helps ensure that the product continues to appeal to its core market. The purpose of understanding consumer behaviour is to predict the future. Anyone can see what is happening at present, but in consumer behaviour we are also focused on tomorrow. Throughout this book, we will highlight takeaways from consumer behaviour for marketers in boxes entitled “Marketing Insight.”

## Segmenting Consumers

The process of **marketing segmentation** identifies groups of consumers who are similar to one another in one or more ways and then devises marketing strategies that appeal to one or more groups. As our society evolves from a mass culture in which many consumers share the same preferences to a diverse one in which we have almost an infinite number of choices, it's more important than ever to identify distinct market segments and to take care in developing a marketing mix that resonates with each of these segments.

As we'll see later, building loyalty to a brand is a very smart marketing strategy, so sometimes companies define market segments by identifying their most faithful customers or heavy users. As a rule of thumb, marketers use the **80/20 Rule**: 20 percent of users account for 80 percent of sales. This guideline often holds up well but varies by product category. At the very least, it is relevant for the marketer to be aware of who the heavy users of the product category are.

As we've already seen, **demographics** are statistics that measure observable aspects of a population, such as birth rate, age distribution, and income. Statistics Canada is a major source of demographic data on families. This information is available



TABLE 1-1

### A Statistical Picture of the Average or Typical Canadian Consumer

- The typical Canadian is a woman who is 39.9 years old.
- The average Canadian worked approximately 36.6 hours per week in 2012.
- The median annual income of a Canadian was approximately \$31 320 in 2012.
- In 2013, the average Canadian household spent \$16 387 on shelter.
- In 2013, the average household spent \$1229 on personal care.
- In 2013, the average household spent \$3550 on clothing and accessories.
- In 2013, the average Canadian spent \$2407 on health care.
- The average household spent \$3922 on recreation in 2013.

Sources: Statistics Canada, *Individuals by total income level, by province and territory (Canada)* (CANSIM Table 111-0008). Ottawa: Statistics Canada, 2015. [www.statcan.gc.ca/tables-tableaux/sum-som/101/cst01/famil105a-eng.htm](http://www.statcan.gc.ca/tables-tableaux/sum-som/101/cst01/famil105a-eng.htm); and Statistics Canada, *Average household expenditure, by province (Canada)* (CANSIM Table 203-0021 and Catalogue no. 62F0026M), Ottawa: Statistics Canada, 2015. All computations, use, and interpretation of these data are entirely that of the authors.

at [www.statcan.gc.ca](http://www.statcan.gc.ca). The changes and trends revealed in demographic studies are of great interest to marketers, because the data can be used to locate and predict the sizes of markets for many products, ranging from home mortgages to brooms and can openers. Imagine trying to sell baby food to a single male, or an around-the-world vacation to a couple making \$35 000 a year!

Table 1-1 provides a statistical snapshot of the “typical” Canadian consumer, based on data compiled from Statistics Canada. As you go down this list, you will quickly see that many characteristics do not apply directly to you. How different are you from this consumer?

In this book, we’ll explore many of the important demographic variables that make consumers the same as or different from others. We’ll also consider other important characteristics that are not so easy to measure, such as **psychographics**—differences in consumers’ personalities, attitudes, values, and lifestyles. For now, let’s summarize a few of the most important demographic dimensions, each of which will be developed in more detail in later chapters.

#### AGE

Consumers of different age groups obviously have very different needs and wants. Although people who belong to the same age group differ in many other ways, they tend to share a set of values and common cultural experiences that they carry throughout life.<sup>4</sup> In some cases marketers initially develop a product to attract one age group and then try to broaden its appeal later on. That’s what the energy drink Red Bull has done. Red Bull was originally introduced in bars, nightclubs, and gyms to the product’s core audience of young people. Over time, the drink became popular in other contexts, and now the company is sponsoring the PGA European Tour to broaden its reach to older individuals. It’s also handing out free cans to commuters, cab drivers, and car-rental agencies to market the drink as a way to stay alert on the road.<sup>5</sup>

#### GENDER

Many products, from fragrances to footwear, are targeted at either men or women. Differentiating by gender starts at a very early age—even diapers are sold in pink versions for girls and blue for boys. Many brands that initially appeal to only one gender eventually seek to expand their market share by appealing to the other gender, too. Take, for example, Lululemon, originally a women’s clothing brand that now actively targets the male market.<sup>6</sup>

### FAMILY STRUCTURE AND LIFE STAGE

A person's family structure and marital status are two other important demographic variables, because they have a big impact on a consumer's spending priorities. Young singles and newlyweds are the most likely to exercise; go to bars, concerts, and movies; and consume alcohol. Families with young children are big purchasers of health foods and fruit juices, while single-parent households and those with older children buy more junk food. Home maintenance services are most likely to be used by older couples and dual-career couples.

### SOCIAL CLASS AND INCOME

People grouped within the same social class are approximately equal in terms of their incomes and social standing in the community. They work in roughly similar occupations, and they tend to have similar tastes in music, clothing, art, and so on. They also tend to socialize with one another and share many ideas and values regarding the way life should be lived.<sup>7</sup> The distribution of wealth is of great interest to marketers because it determines which groups have the greatest buying power and market potential.

### ETHNICITY

Multiculturalism and Canada go hand in hand. This country comprises immigrants from all over the globe. Canada accepts nearly 1 million immigrants and refugees every four years, by far the highest per capita rate of immigration in the world.<sup>8</sup> We are diverse in our languages and in the cultural consumption that stems from our different ethnicities. For example, English is now a minority language in Vancouver. The growth of the Asian market in Canada has led to trilingual labelling of some products. Since Canadians blend together from many different racial and cultural backgrounds, we also blend together in our consumption heritage, as signified by food. As a culture, we are just as likely to enjoy eating sushi as pyrohy (a.k.a. perogies) or lasagna.

### GEOGRAPHY

The climate changes drastically from region to region in Canada, which makes segmenting some products by region a profitable strategy. For example, while more snow blowers and fur coats are sold east of the Rocky Mountains, more umbrellas and raincoats in the west. Humidifiers and dehumidifiers are a must in regions around the Great Lakes. On the Prairies, it is not unusual for people to have two or more freezers in their basements; many people who live in farming regions preserve the food they produce for winter and year-round consumption.

Within regions, there are some different cultural pockets and hence differences in food tastes. New Brunswick has the highest consumption of sliced white bread, while Alberta leads in bubblegum sales. Most corn flakes are sold on the Prairies, and linguini has its highest sales in Toronto. Quebecers consume the least amount of frozen french fries, preferring the real thing.<sup>9</sup>

### LIFESTYLES

Consumers also have very different lifestyles, even if they share other characteristics such as gender or age. The way we feel about ourselves, the things we value, the things we like to do in our spare time—all of these factors help determine which products will push our buttons, or even those that will make us feel better. As one example, the car company VW decided to market to consumers who followed the program *Pimp My Ride* and enjoyed the activities involved in restoring cars into tricked-out street machines. To do so, it released a series of online viral ad videos featuring a German engineer and his assistant “unpimping” autos belonging to those who enjoy this specific lifestyle. By poking fun, the VW brand attracted individuals to watch the ad and pass it along to others with similar interests.

### SEGMENTING BY RELATIONSHIPS AND BIG DATA

Marketers are carefully defining customer segments and listening to people in their markets as never before. Many of them have realized that a key to success is building

relationships that will last a lifetime between brands and customers. **Relationship marketing** involves making an effort to interact with customers on a regular basis, giving them reasons to maintain a bond with the company over time. The cosmetics brand Sephora practises the notion of relationship marketing by providing its most loyal customers with product rewards, personalized beauty recommendations, and even a special gift when it is their birthday.

One way marketers attempt to create relationships with consumers is through **database marketing**, which tracks specific consumers' buying habits very closely and crafts products and messages tailored precisely to people's wants and needs based on this information. Walmart stores massive amounts of information on the 100 million people who visit its stores each week, and the company uses these data to fine-tune its offerings. We all generate massive amounts of information that hold tremendous value for marketers. You may not see it, but we are practically buried by data that come from many sources—sensors that collect climate information, the comments you and your



19% carbon

65% oxygen

1% phosphorous

10% hydrogen

2% calcium

3% nitrogen

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← Royal Oak Burial Park demonstrates that marketers can use segmentation based on factors such as lifestyles, beliefs, and values to effectively market virtually any type of product.

*Courtesy of Royal Oak Burial Park/Trapeze Communications*



friends make to your favourite social media sites, the credit card transactions we authorize, and even the GPS signals in our smartphones that let organizations know where most of us are pretty much anytime, day or night. This incredible amount of information has created a new field that causes tremendous excitement among marketing analysts (and other math geeks). The collection and analysis of extremely large datasets is called **big data**, and you'll be hearing a lot more about it in the next few years. Hint: If you have aptitude or interest in quantitative topics, this will be a very desirable career path for you.

Here are some of the types of relationships a person might have with a product:

- *Self-concept attachment:* The product helps to establish the user's identity.
- *Nostalgic attachment:* The product serves as a link with a past self.
- *Interdependence:* The product is a part of the user's daily routine.
- *Love:* The product elicits emotional bonds of warmth, passion, or other strong positive feelings.

→ Technologies like Bluetooth connectivity allow consumers to interact with products more intimately, which in turn strengthens their relationships.

*Courtesy of The Procter & Gamble Company*



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## MARKETING'S IMPACT ON CONSUMERS

Does marketing imitate life or vice versa? After the movie *The Hangover* became a big hit, consumers indicated an interest in replicating the same experiences as the characters in the film, including trying to get on the roof of Caesar's Palace!<sup>10</sup> For better or for worse, we all live in a world that the actions of marketers and the media significantly influence. Throughout this book, we will highlight the ways in which marketers influence consumers in boxes entitled “Consumers in Focus.”

We are surrounded by marketing stimuli in the form of advertisements, stores, and products competing for our attention and our dollars. Marketers filter much of what we learn about the world, whether through the affluence they depict in glamorous magazines or the roles actors play in commercials. Ads show us how we should act with regard to recycling, alcohol consumption, and even the types of houses and cars we wish to own. In many ways we are also “at the mercy” of marketers, since we rely on them to sell us products that are safe and that perform as promised, to tell us the truth about what they are selling, and to price and distribute these products fairly.

### Marketing and Culture

**Popular culture**, consisting of the music, movies, sports, books, celebrities, and other forms of entertainment consumed by the mass market, is both a product of and an inspiration for marketers. Our lives are also affected in far-reaching ways, ranging from how we acknowledge cultural events such as marriage, death, or holidays to how we view social issues such as air pollution, gambling, and addiction. The Stanley Cup, Boxing Day shopping, federal elections, container recycling, and tweeting are all examples of products and activities that touch many lives.

This cultural influence is difficult to overlook, although many people do not seem to realize how much their views of the world around them—their movie and musical heroes, the latest fashions, food and decorating choices, and even the physical features they find attractive or ugly in men and women—are affected by marketers. For example, consider the product icons that marketers use to create an identity for their products. Various mythical creatures and personalities—from the Pillsbury Doughboy to Sasquatch—have been at one time or another central figures in popular culture. In fact, it is likely that more consumers could recognize such characters than could identify past prime ministers, business leaders, or artists. Although the characters never really existed, many of us feel as if we “know” them, and they certainly are effective “spokes-characters” for the products they represent.

**Consumer-generated content**, in which consumers themselves voice their opinions about products, brands, and companies on blogs, podcasts, and social networking sites such as Facebook, and even film their own commercials that thousands view on

### CO 3



← In an example of consumer-generated content, this “Pug Goes For the Chips” Doritos tortilla chip advertisement (made by a consumer) tied with a corporate-funded Bud Light commercial for first place for Super Bowl Advertisements in the USA Today Ratings.

*Used with permission of Frito-Lay North America, Inc.*