



CONSUMER BEHAVIOR



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Human Pursuit of Happiness
in the World of Goods

AVERY · KOZINETC · RAGHUBIR

CONSUMER PSYCHOLOGY

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... IN THE WORLD OF GOODS

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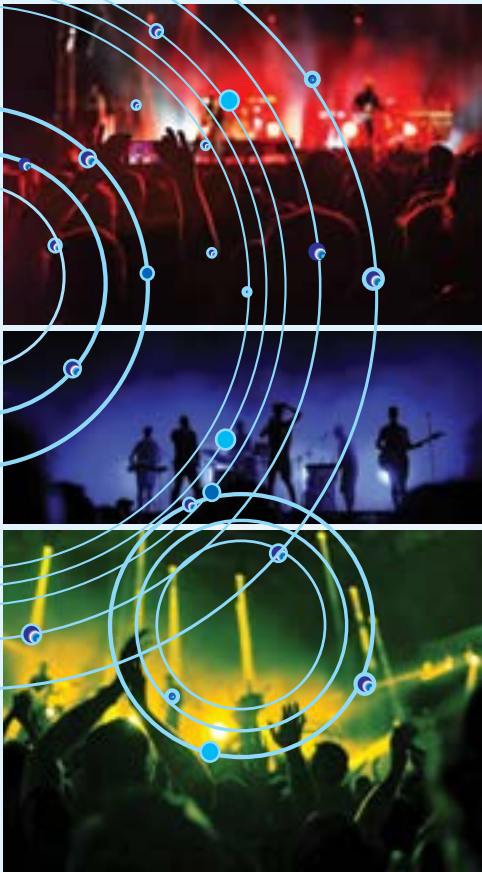
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WELCOME TO THE FASCINATING WORLD OF CONSUMERS

Where Offerings and Hopes Meet

Watch Whitney Houston and Elvis Presley Come **Alive!**

Imagine you were at the Harrah's Showroom in Las Vegas in May 2022. You would have been watching a live concert by Whitney Houston, yes, Whitney Houston—the winner of eight Grammy Awards, 30 Guinness World Records, and the holder of the Rock and Roll Hall of Fame, The Rhythm and Blues Music Hall of Fame, and the Soul Train Hall of Fame titles. You would have heard her voice ricocheting through the theater, “I Will Always Love You.” You would have seen her in varied costumes ranging from a fringed orange body suit to a floral cape to a shimmer jacket. Live dancers and a live band were flanking her. Of course, she was not live, but 10 years after her untimely death, her 3D image on the stage would have looked as real as one could imagine—her singing, dancing, lifelike silhouette were a hologram, a technological feat combining video photography, historical video clips, augmented reality, and AI.



Around the same time, Londoners had the opportunity to watch “ABBA Voyage,” a concert tour without the members of the singing group being present in the flesh. The hologram-based show was just as delightful—perhaps even more so.

Now Layered Reality, a U.K.-based company, is repeating this magic with Elvis Presley. Says the company, “Blurring the lines between reality and fantasy, life-sized digital Elvis will share his most iconic songs and moves for the very first time on



a UK stage.” Opening in London in November 2024, and later traveling to the USA, the show is designed to charm millions of 50, 60, and 70-something contemporaries of the King as well as a new generation of younger fans pining for the Elvis experience.

Welcome to a new world of experiential consumption and the wonders of AI. If you are reading this book in 2025 or 2030 or later, let us hope, you are still able to find one of these enchanting shows in a theater near you!

*How consumers
get their cool in
the marketplace*

(The images are for illustration only and do not represent the brand or related events.)

WHAT IS CONSUMER BEHAVIOR?

We define **consumer behavior** as the set of mental and physical activities undertaken by consumers to acquire and consume products so as to fulfill their needs and wants.

Our definition of consumer behavior has several elements worth noting. Let us discuss these one by one.

Mental and Physical Activities First, consumer behavior includes both mental and physical activities. **Mental activities** are acts of the mind, and they relate to what we think, feel, and know about products. **Physical activities** are, in contrast, acts of the human body, and they relate to what we do physically to acquire and consume products.

When you are contemplating buying a product, even dreaming about it, you are engaging in a mental activity. You are also engaging in a mental activity when you are mulling over a product's benefits and risks; making sense of an advertisement; trying to remember the price of a product in the store you previously visited; trying to recall what Mindy Kaling said the other day on her new TV show *Murray Hill* about the benefits of spending time in nature on performance on the exams; or just wondering if a double-breasted suit jacket (in resurgence since stars like Harry Styles and David Beckham sported it at the Oscars 2023 red carpet event) will be good to wear to a forthcoming job interview, or if, instead, you should stick to the more conservative single-breasted jacket.

Physical activities include visiting stores, clipping coupons, talking to salespeople, test-driving a car, placing an item in the shopping cart, abandoning a shopping cart, and saving empty cartons for later recycling. Physical activities entailed in actual consumption are also included—such as preparation to consume (e.g., setting the table, blotting grease from pizzas and fries, etc.), consumption situations (e.g., choosing takeout or dining in, using a cell phone while driving), consumption rituals (e.g., a makeup regimen), or routine trivial behaviors (e.g., TV channel flipping). Indeed, it is by observing consumer inconveniences and improvisations during product use that marketers often conceive of new products and tailor their communications. Some activities are hybrids—both physical and mental—such as reading *Consumer Reports* or product labels.

It should be noted that the mental and physical activities we study under consumer behavior are not limited to specific acts of buying and using products. Rather, they include activities that the consumer undertakes in preparation for and prior to the actual buying act, and they also include activities that continue long after a product is actually consumed or used. When a consumer hears a friend praising a product and makes a mental note to try it sometime in the future, this preparatory activity is part of consumer behavior. Likewise, if a few months after using a product, the consumer suddenly recalls the experience of using that product and chuckles about it, enjoying the memory of past consumption, then that post-use mental activity is also consumer behavior.

Product Second, we use the term *product* broadly, to refer to any physical or nonphysical product or service that offers some benefit to the consumer, including a place, a person, or an idea offered for exchange. Thus, not only are physical products such as cars, shirts, and golf clubs included, but so too are services such as a fitness club, a college education, a TV program, and a “breakup letter service”—more on that later. Also included are places such as vacation destinations, outlet malls, or video arcades. And persons, such as political candidates seeking your votes are included. And, finally, ideas are included, such as vegetarianism or promoting mask-wearing. The important point here is that casting your vote for a candidate is just as good an example of consumer behavior as is buying a brand of toothpaste; so is visiting a museum, choosing a college, downloading the Calm app, and then on it, listening to Beyoncé’s “Texas Hold ‘EM,” displaying a “Save Our Environment” bumper sticker on your new car, or planning to donate to Stand Up to Cancer.

Just wondering if a double-breasted suit jacket will be proper is also **Consumer Behavior**.