

# CONSUMER BEHAVIOR 2010

Sixth edition; November 2009; ISBN# 1-57783-148-9

## CONTENTS:

### PART I: OVERVIEW

- 1 CONSUMER PROFILE**
  - 1.1 Population Distribution
  - 1.2 Generational Demographics
  - 1.3 Ethnic Shifts
  - 1.4 Personal Income
  - 1.5 Consumer Contribution to the GDP
  - 1.6 Spending Assessment
  
- 2 IMPACT OF THE RECESSION**
  - 2.1 Post-Recession Trends
  - 2.2 Post-Recession Consumer Behavior
  
- 3 WHAT'S HOT**
  - 3.1 From Trendy to Mainstream
  - 3.2 Emerging Consumer Trends
  - 3.3 Still Hot
  
- 4 USE OF TIME**
  - 4.1 Americans' Use of Time
  - 4.2 Activities
  
- 5 CONSUMER CONFIDENCE**
  - 5.1 Overview
  - 5.2 Consumer Confidence Index
  - 5.3 Consumer Comfort Index
  - 5.4 Consumer Sentiment Index
  - 5.5 Gallup Polls
  - 5.6 LJS National Poll
  - 5.7 RBC CASH Index
  - 5.8 TIPP Indices

## **PART II: THE POST-RECESSION CONSUMER**

### **6 THE NEW AMERICAN DREAM**

- 6.1 Reassessing The American Dream
- 6.2 Deleveraging
- 6.3 Saving
- 6.4 Reassessing Home Ownership
- 6.5 The Post-Recession Generation

### **7 THE ERA OF FRUGALITY**

- 7.1 Characteristics Of The Frugal Consumer
- 7.2 Bargain Shopping
- 7.3 Credit Squeezes Hamper Consumption
- 7.4 Pent-Up Demand

## **PART III: CONSUMER SPENDING**

### **8 RETAIL**

- 8.1 Retail Industry Overview
- 8.2 Retail Trends
- 8.3 Changing Shopping Patterns
- 8.4 Toll On Retailers
- 8.5 Market Resources

### **9 TRAVEL & TOURISM**

- 9.1 Travel Industry Overview
- 9.2 Travel Trends
- 9.3 Market Resources

### **10 HEALTH & WELLNESS**

- 10.1 Healthcare Industry Market Overview
- 10.2 Healthcare Market Trends
- 10.3 Market Resources

### **11 GROCERY, RESTAURANTS & DINING**

- 11.1 Restaurant and Grocery Industry Overview
- 11.2 Food Sector Trends
- 11.3 Market Resources

### **12 CASINOS, GAMING & WAGERING**

- 12.1 Casinos, Gaming & Wagering Overview
- 12.2 Casino and Gaming Trends
- 12.3 Market Resource

## **PART IV: CONSUMER USE OF THE INTERNET & MOBILE WEB**

### **13 CONSUMERS ONLINE**

- 13.1 Overview
- 13.2 Why People Go Online
- 13.3 Online Shopping

### **14 SOCIAL NETWORKING**

- 14.1 Overview
- 14.2 Blogs
- 14.3 User-Generated Content

### **15 MOBILE COMMUNICATIONS**

- 15.1 Overview
- 15.2 Mobile Internet Categories
- 15.3 Mobile Purchasing
- 15.4 Profile of Mobile Internet Users

## **PART V: CONSUMER BEHAVIORAL ANALYSES**

### **16 WHY PEOPLE BUY**

- 16.1 Overview
- 16.2 Hidden Forces That Shape Decisions
- 16.3 Brand Recognition
- 16.4 Shopping and the Brain
- 16.5 Compulsive Buyers
- 16.6 Impulsive Buying

### **17 BUYING INFLUENCES**

- 17.1 Influence of Media and Advertising
- 17.2 Influence of Online Advertising
- 17.3 Online Consumer Reviews
- 17.4 Word-of-Mouth
- 17.5 Trusted Sources of Information
- 17.6 Trustworthiness of Retailers

### **18 SHOPPING PREFERENCES**

- 18.1 Checkout
- 18.2 Choice
- 18.3 Convenience
- 18.4 Customer Service
- 18.5 Deciding Where To Shop
- 18.6 In-store Decision Making
- 18.7 Loyalty
- 18.8 Multi-channel and Cross-channel Shopping
- 18.9 Returns

- 18.10 Self-service
- 18.11 Value vs. Price

## **19 GREEN AND ETHICAL CONSUMERISM**

- 19.1 Conscious Consumers
- 19.2 Eco-Conscious Consumer Behavior
- 19.3 Influence on Purchasing Behavior
- 19.4 Impact of the Economic Downturn

## **PART VI: DEMOGRAPHICS**

### **20 AFFLUENT CONSUMERS**

- 20.1 Profile
- 20.2 Population Centers of U.S. Affluence
- 20.3 Impact of the Economy on Affluent Spending
- 20.4 Preferences Among Affluent Consumers
- 20.5 Internet Usage Among Affluent Consumers

### **21 SENIOR CONSUMERS**

- 21.1 Profile
- 21.2 Spending Power
- 21.3 General Characteristics

### **22 BABY BOOMER CONSUMERS**

- 22.1 Profile
- 22.2 Spending Power

### **23 GENERATION X CONSUMERS**

- 23.1 Profile
- 23.2 Generational Characteristics
- 23.3 Spending Behaviors
- 23.4 Financial Security

### **24 MILLENNIAL CONSUMERS**

- 24.1 Profile
- 24.2 Generational Characteristics
- 24.3 Spending Behaviors
- 24.4 College Students

### **25 GENERATION GREEN CONSUMERS**

- 25.1 Profile
- 25.2 Census 2010
- 25.3 Forecast 2020

## **26 FEMALE CONSUMERS**

- 26.1 Profile
  - 26.1.1 Affluent Working Women
- 26.2 Gender Characteristics
- 26.3 Consumer Characteristics
- 26.4 Internet Use Among Females

## **27 MALE CONSUMERS**

- 27.1 Profile
- 27.2 Gender Characteristics
- 27.3 Gender Roles Are Blurring
- 27.4 Shopping Characteristics
- 27.5 Internet Usage Among Males

## **28 GAY & LESBIAN CONSUMERS**

- 28.1 Profile
- 28.2 Buying Power
- 28.3 Population Centers
- 28.4 Activities
- 28.5 Internet Usage
- 28.6 Coming Out

## **29 FAMILIES WITH CHILDREN**

- 29.1 Profile
- 29.2 Cost of Raising Children
- 29.3 Parenting
- 29.4 Decision Making at Home
- 29.5 Shopping Characteristics
- 29.6 Intergenerational Households

## **30 SINGLES CONSUMERS**

- 30.1 Profile
- 30.2 Growth of Singles Demographics
- 30.3 Best Cities for Singles

## **31 FAMILY CAREGIVERS**

- 31.1 Profile
- 31.2 Caregiver Consumers
- 31.3 Support for Caregivers

## **32 RETIREES**

- 32.1 Profile
- 32.2 Retiree Consumers
- 32.3 Financial Security
- 32.4 Trends in Retirement and Semi-retirement

- 33 AFRICAN-AMERICAN CONSUMERS**  
33.1 Profile  
33.2 Buying Power  
33.3 Population Centers  
33.4 Internet Usage Among African-Americans

- 34 ASIAN-AMERICAN CONSUMERS**  
34.1 Profile  
34.2 Buying Power  
34.3 Population Centers

- 35 HISPANIC-AMERICAN CONSUMERS**  
35.1 Profile  
35.2 Buying Power  
35.3 Population Centers  
35.4 Internet Usage Among Hispanics

- 36 JEWISH-AMERICAN CONSUMERS**  
36.1 Profile  
36.2 Population Centers

- 37 MUSLIM-AMERICAN CONSUMERS**  
37.1 Muslim-Americans  
37.2 Buying Power  
37.3 Population Centers  
37.4 Marketing to Muslim-Americans

- 38 NATIVE-AMERICAN CONSUMERS**  
38.1 Profile  
38.2 Buying Power  
38.3 Population Centers  
38.4 Marketing to Native-American Consumers

- 39 IMMIGRANT CONSUMERS**  
39.1 Profile  
39.2 Immigrant Buying Power  
39.3 Assimilation  
39.4 Immigrant Travel  
39.5 Future Growth

- 40 CONSUMERS WITH DISABILITIES**  
40.1 Profile  
40.2 Market Assessment  
40.3 Marketing to People With Disabilities

## **MARKET RESOURCES**