

O.C. Ferrell
Geoffrey Hirt
Linda Ferrell

Marketing

市场营销

第10版
Tenth Edition

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Marketing

Tenth Edition

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内 容 提 要

《市场营销》(第10版, 双语教学版)选编自O.C. 费雷尔、杰弗里·赫特和琳达·费雷尔所著的 *Business: A Changing World* (10e), 一本被美国加州大学伯克利分校等多所著名大学选为通识课“商学导论”的教材。作者O.C. 费雷尔曾担任美国营销协会学术委员会主席; 琳达·费雷尔现任市场营销科学学会主席; 杰弗里·赫特为德保罗大学金融学教授, 是畅销书 *Foundations of Financial Management* 的作者。本书语言简练、通俗易懂、实用性强, 适合作为入门级市场营销双语教材。

全书共分三章, 具体包括客户驱动的营销; 营销策略的维度; 数字营销和社交网络。本书保留了原版书中全部的英文及其教材要素, 编者对目录以及部分专业词汇进行了翻译。每章都有丰富的案例、习题和线上资源。读者可以轻松阅读并做练习。

本书适合于高等院校财经类及商务英语专业的双语课程, 也适合于对市场营销感兴趣的普通读者。

Authors 作者简介

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O.C. Ferrell is University Distinguished Professor of Marketing and Bill Daniels Professor of Business Ethics in the Anderson School of Management at the University of New Mexico. He served as

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Dr. Ferrell is widely recognized as a leading teacher and scholar in business. He has published more than 100 articles in leading journals. He has co-authored more than 20 books. In addition to *Business: A Changing World*, he has two other textbooks, *Marketing and Business Ethics: Ethical Decision Making and Cases*, that are market leaders in their respective areas. He also has co-authored other textbooks for marketing, management, business and society, and other business courses, as well as a trade book on business ethics. He chaired the American Marketing Association (AMA) ethics committee that developed its current code of ethics. He is past president of the Academic Council for the AMA. Currently he is Vice President of Publications for

the Academy of Marketing Science and is a Distinguished Fellow with AMS and is the AMS, Cutco-Vector Distinguished Marketing Educator.

Dr. Ferrell's major focus is teaching and developing teaching resources for students and faculty to better understand the increasing complex global business environment. He has taught the introduction to business course using this textbook. This gives him the opportunity to develop, improve, and test the book and ancillary materials on a firsthand basis. He has traveled extensively to work with students and understands the needs of instructors of introductory business courses. He lives in Albuquerque, New Mexico, and enjoys skiing, golf, and international travel.

GEOFFREY A. HIRT



Geoffrey A. Hirt of DePaul University previously taught at Texas Christian University and Illinois State University where he was Chairman of the Department of Finance and Law. At DePaul, he was Chair-

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Dr. Hirt is currently on the Dean's Advisory Board and Executive Committee of DePaul's School of Music and is on the Board of the James Tyree Foundation. The Tyree Foundation funds innovative education programs in Chicago, and Dr. Hirt also serves on the Grant Committee. Dr. Hirt is past president and a current member of the Midwest Finance Association, a former editor of the *Journal of Financial Education*, and also a member of the Financial Management Association. He belongs to the Pacific Pension Institute, an organization of public pension funds, private equity firms, and international organizations such as the Asian Development Bank, the IMF, and the European Bank for Reconstruction and Development.

Dr. Hirt is widely known for his textbook *Foundations of Financial Management* published by McGraw-Hill/Irwin. This book in its fifteenth edition has been used in more than 31 countries and translated into more than 14 different languages. Additionally, Dr. Hirt is well known for his textbook, *Fundamentals of Investment Management*, also published by McGraw-Hill/Irwin and now in its tenth edition. Dr. Hirt enjoys golf, swimming, music, and traveling with his wife, who is a pianist and opera coach.

LINDA FERRELL



Dr. Linda Ferrell is Professor of Marketing and Bill Daniels Professor of Business Ethics in the Anderson School of Management at the University of New Mexico. She completed her Ph.D. in Business Administration, with a concentration in management, at the University of Memphis. She has taught at the University of Tampa, Colorado State University,

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Her work experience as an account executive for McDonald's and Pizza Hut's advertising agencies supports her teaching of advertising, marketing management, marketing ethics, and marketing principles. She has published in the *Journal of Public Policy & Marketing*, *Journal of Business Research*, *Journal of the Academy of Marketing Science*, *Journal of Business Ethics*, *AMS Review*, *Journal of Academic Ethics*, *Journal of Marketing Education*, *Marketing Education Review*, *Journal of Teaching Business Ethics*, and *Case Research Journal*, and is co-author of *Business Ethics: Ethical Decision Making and Cases* (10th edition) and *Business and Society* (5th edition). She co-leads the Daniels Fund business ethics initiative at the University of New Mexico.

Dr. Ferrell is the President of the Academy of Marketing Science and a past president for the Marketing Management Association. She is a member of the college advisory board for Cutco Vector. She is on the NASBA Center for the Public Trust Board of Directors, University of Central Florida-Nicholson School of Communication Board of Visitors, University of Tampa-Sykes College of Business, Board of Fellows, and the Direct Selling Education Foundation Board and Executive Committee. She frequently speaks to organizations on "Teaching Business Ethics," including the Direct Selling Education Foundation's training programs, Ethics & Compliance Officer Association, NASBA Center for the Public Trust Ethical Leadership Conference, as well as others. She has served as an expert witness in cases related to advertising, business ethics, and consumer protection.

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Marketing

Customer-Driven Marketing

客户驱动的营销 Learning Objectives

After reading this chapter, you will be able to:

- LO 1-1** Define *marketing*, and describe the exchange process.
- LO 1-2** Specify the functions of marketing.
- LO 1-3** Explain the marketing concept and its implications for developing marketing strategies.
- LO 1-4** Examine the development of a marketing strategy, including market segmentation and marketing mix.
- LO 1-5** Investigate how marketers conduct marketing research and study buying behavior.
- LO 1-6** Summarize the environmental forces that influence marketing decisions.
- LO 1-7** Assess a company's marketing plans, and propose a solution for resolving its problem.

Chapter Outline

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Developing a Marketing Mix

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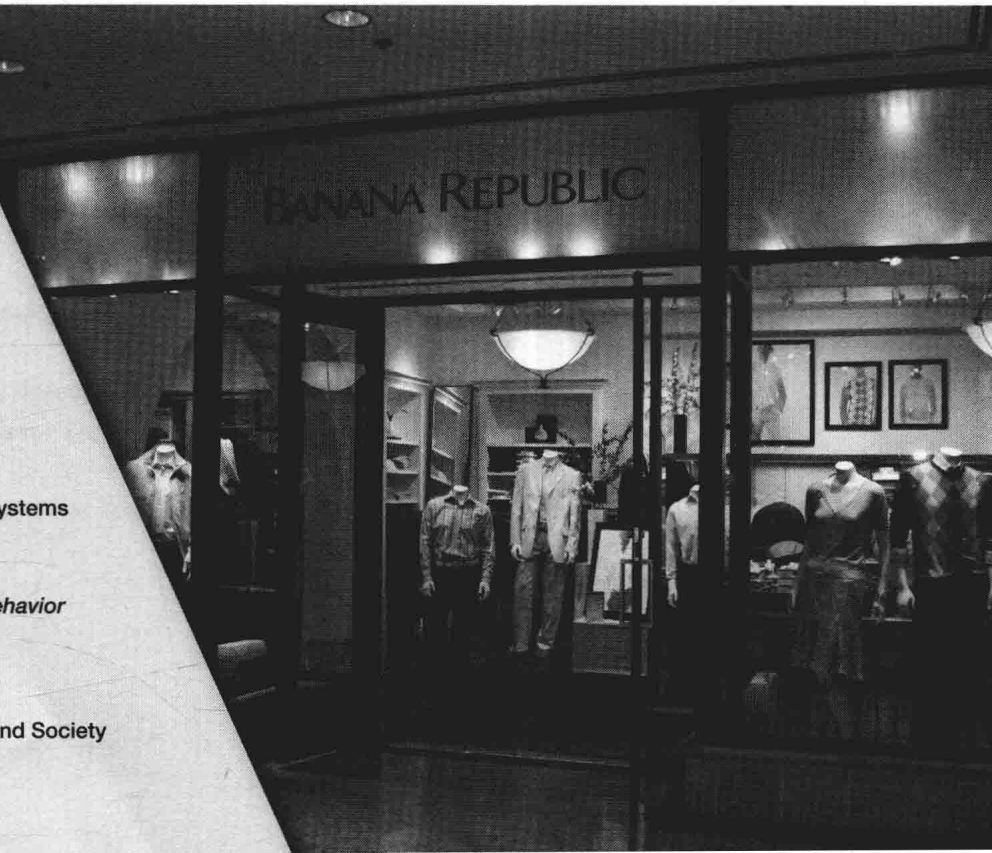
Psychological Variables of Buying Behavior

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Understanding Buying Behavior

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Importance of Marketing to Business and Society



进入商业世界

Enter the World of Business



Banana Republic 公司利用营销把品牌带入生活

Banana Republic Uses Marketing to Bring Brand to Life

Banana Republic owes its success to marketing. The international firm was founded in 1978 by Mel and Patricia Ziegler as a safari- and travel-themed clothing company. Mel and Patricia desired to produce eccentric, high-end apparel from exotic locations to appeal to customers looking for clothing with meaning behind the designs. Creating value and satisfying consumers followed several attempts to find the right target market.

The idea came after the couple designed shirts and tried to sell them at a flea market. When the products did not sell, they altered their strategy, increasing the price and renaming the shirts Short-Armed Spanish Paratrooper shirts. The strategy was a success, and the two found that creating a visual story for customers appealed more to them than an average product. This form of customer-driven marketing helped propel the brand to profitability through discovering the right market segment. The couple released catalogs with scenes of jungles and safaris to provide a back story to their apparel.

Banana Republic also implemented themed decorations in its stores, incorporating authentic elements to aid in creating its brand. Sales grew. After being acquired by Gap, Banana Republic took a different approach to its clothes. Today's Banana Republic does not look like it did when it was founded, but it often continues to incorporate "stories" that create the brand image to differentiate its products. For instance, the company made a deal with the popular TV show *Mad Men* allowing Banana Republic to develop a collection dedicated to classic designs from the vintage era. This showcases the company's desire to use creativity to bring consumers into the stores.¹

引言 Introduction

Marketing involves planning and executing the development, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. These activities ensure that the products consumers want to buy are available at a price they are willing to pay and that consumers are provided with information about product features and availability. Organizations of all sizes and objectives engage in these activities.

In this chapter, we focus on the basic principles of marketing. First we define and examine the nature of marketing. Then we look at how marketers develop marketing strategies to satisfy the needs and wants of their customers. Next we discuss buying behavior and how marketers use research to determine what consumers want to buy and why. Finally, we explore the impact of the environment on marketing activities.

营销的本质 Nature of Marketing

A vital part of any business undertaking, **marketing** is a group of activities designed to expedite transactions by creating, distributing, pricing, and promoting goods, services, and ideas. These activities create value by allowing individuals and organizations to obtain what they need and want. A business cannot achieve its objectives unless it provides something that customers value. But just creating an innovative product that meets many users' needs isn't sufficient in today's volatile global marketplace. Products must be conveniently available, competitively priced, and uniquely promoted.

Marketing is an important part of a firm's overall strategy. Other functional areas of the business—such as operations, finance, and all areas of management—must be coordinated with marketing decisions. Marketing has the important function of providing revenue to sustain a firm. Only by creating trust and effective relationships with customers can a firm succeed in the long run. Businesses try to respond to consumer wants and needs and to anticipate changes in the environment. Unfortunately, it is difficult to understand and predict what consumers want: Motives are often unclear; few principles can be applied consistently; and markets tend to fragment, each desiring customized products, new value, or better service.

It is important to note what marketing is not: It is not manipulating consumers to get them to buy products they do not want. It is not just selling and advertising; it is a systematic approach to satisfying consumers. Marketing focuses on the many activities—planning, pricing, promoting, and distributing products—that foster exchanges. Unfortunately, the mass media and movies sometimes portray marketing as unethical or as not adding value to business. In this chapter, we point out that marketing is essential and provides important benefits in making products available to consumers.

交换关系 The Exchange Relationship

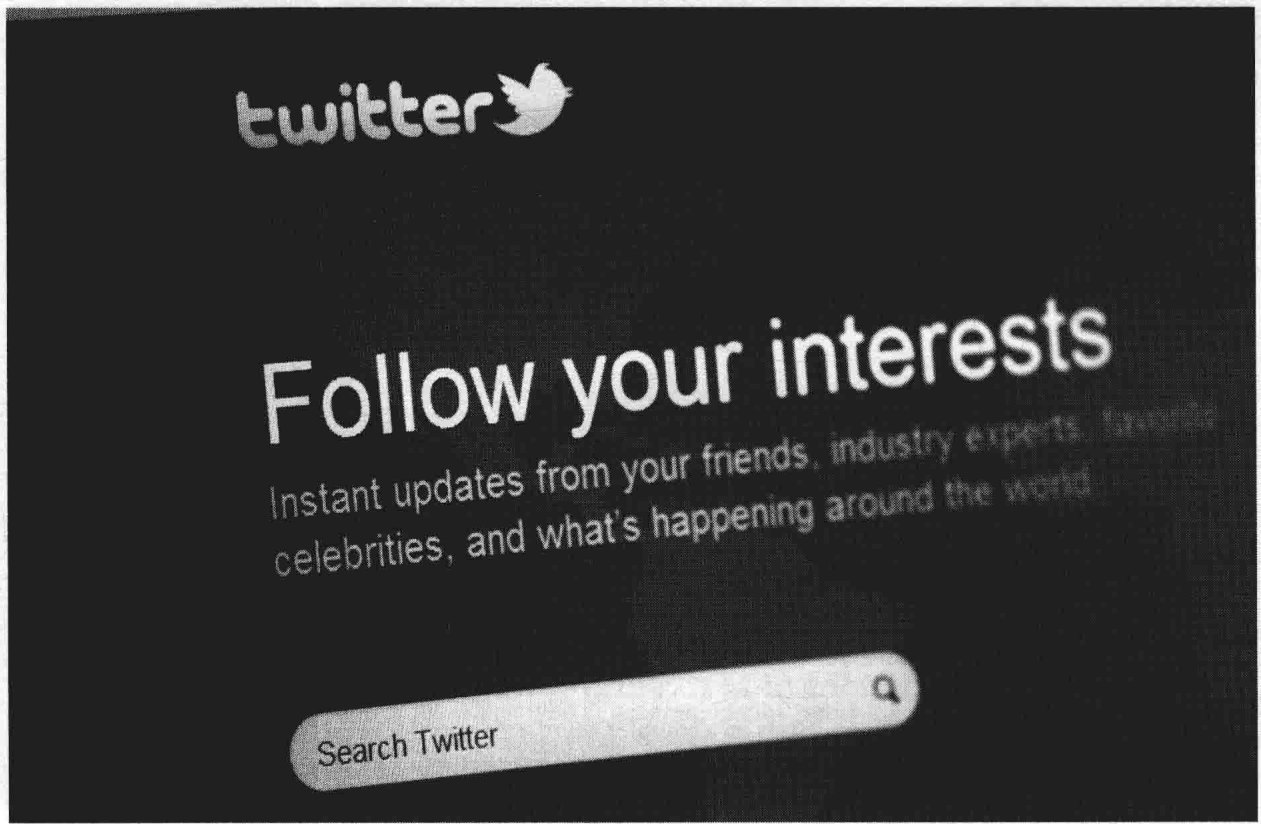
At the heart of all business is the **exchange**, the act of giving up one thing (money, credit, labor, goods) in return for something else (goods, services, or ideas). Businesses exchange their goods, services, or ideas for money or credit supplied by customers in a voluntary *exchange relationship*, illustrated in Figure 1.1. The buyer must feel good about the purchase, or the exchange will not continue. If your cell phone service works everywhere, you will probably feel good about using its services. But if you have a lot of dropped calls, you will probably use another phone service next time.

For an exchange to occur, certain conditions are required. As indicated by the arrows in Figure 1.1, buyers and sellers must be able to communicate about the

LO 1-1

**营销
marketing**
a group of activities designed to expedite transactions by creating, distributing, pricing, and promoting goods, services, and ideas

**交换
exchange**
the act of giving up one thing (money, credit, labor, goods) in return for something else (goods, services, or ideas)



Companies find that communicating with customers through digital media sites can enhance customer relationships and create value for their brands.

“something of value” available to each. An exchange does not necessarily take place just because buyers and sellers have something of value to exchange. Each participant must be willing to give up his or her respective “something of value” to receive the “something” held by the other. You are willing to exchange your “something of value”—your money or credit—for soft drinks, football tickets, or new shoes because you consider those products more valuable or more important than holding on to your cash or credit potential.

When you think of marketing products, you may think of tangible things—cars, MP3 players, or books, for example. What most consumers want, however, is a way to get a job done, solve a problem, or gain some enjoyment. You may purchase a Hoover vacuum cleaner not because you want a vacuum cleaner but because you want clean carpets. Starbucks serves coffee drinks at a premium price, providing convenience, quality, and an inviting environment. Therefore, the tangible product itself may not be as important as the image or the benefits associated with the product. This intangible “something of value” may be capability gained from using a product or the image evoked by it, or even the brand name. Good examples of brand names that are easy to remember include Avon’s Skin So Soft, Tide detergent, and the Ford Mustang. The label or brand name may also offer the added bonus of being a conversation piece in a social environment, such as Dancing Bull or Smoking Loon wine.