

清华营销学系列英文版教材

Consumer Behavior

Seventh Edition

消费者行为学

(第7版)

Leon G. Schiffman
Leslie Lazar Kanuk

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清华大学出版社

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出版说明

为了适应经济全球化的发展趋势,满足国内广大读者了解、学习和借鉴国外先进的管理经验和掌握经济理论的前沿动态,清华大学出版社与国外著名出版公司合作影印出版一系列英文版经济管理方面的图书。我们所选择的图书,基本上是已再版多次、在国外深受欢迎、并被广泛采用的优秀教材,绝大部分是该领域中较具权威性的经典之作。在选书的过程中,我们得到了很多专家、学者的支持、帮助和鼓励,在此表示谢意!清华营销学系列英文版教材由清华大学经济管理学院和北京大学经济学院李欲晓、刘群艺、赵平、段志蓉、谢赞等老师审阅,在此一并致谢!

由于原作者所处国家的政治、经济和文化背景等与我国不同,对书中所持观点,敬请广大读者在阅读过程中注意加以分析和鉴别。

我们期望这套影印书的出版对我国经济科学的发展能有所帮助,对我国经济管理专业的教学能有所促进。

欢迎广大读者给我们提出宝贵的意见和建议;同时也欢迎有关的专业人士向我们推荐您所接触到的国外优秀图书。

清华大学出版社第三编辑室

2001.8

世纪之交,中国与世界的发展呈现最显著的两大趋势——以网络为代表的信息技术的突飞猛进,以及经济全球化的激烈挑战。无论是无远弗界的因特网,还是日益密切的政治、经济、文化等方面的国际合作,都标示着21世纪的中国是一个更加开放的中国,也面临着一个更加开放的世界。

教育,特别是管理教育总是扮演着学习与合作的先行者的角色。改革开放以来,尤其是20世纪90年代之后,为了探寻中国国情与国际上一切优秀的管理教育思想、方法和手段的完美结合,为了更好地培养高层次的“面向国际市场竞争、具备国际经营头脑”的管理者,我国的教育机构与美国、欧洲、澳洲以及亚洲一些国家和地区的大量的著名管理学院和顶尖跨国企业建立了长期密切的合作关系。以清华大学经济管理学院为例,2000年,学院顾问委员会成立,并于10月举行了第一次会议,2001年4月又举行了第二次会议。这个顾问委员会包括了世界上最大的一些跨国公司和中国几家顶尖企业的最高领导人,其阵容之大、层次之高,超过了世界上任何一所商学院。在这样高层次、多样化、重实效的管理教育国际合作中,教师和学生与国外的交流机会大幅度增加,越来越深刻地融入到全球性的教育、文化和思想观念的时代变革中,我们的管理教育工作者和经济管理学习者,更加真切地体验到这个世界正发生着深刻的变化,也更主动地探寻和把握着世界经济发展和跨国企业运作的脉搏。

我国管理教育的发展,闭关锁国、闭门造车是绝对不行的,必须同国际接轨,按照国际一流的水准来要求自己。正如朱镕基总理在清华大学经济管理学院成立十周年时所发的贺信中指出的那样:“建设有中国特色的社会主义,需要一大批掌握市场经济的一般规律,熟悉其运行规则,而又了解中国企业实情的经济管理人才。清华大学经济管理学院就要敢于借鉴、引进世界上一切优秀的经济管理学院的教学内容、方法和手段,结合中国的国情,办成世界第一流的经管学院。”作为达到世界一流的一个重要基础,朱镕基总理多次建议清华的MBA教育要加强英语教学。我体会,这不仅因为英语是当今世界交往中重要的语言工具,是连接中国与世界的重要桥梁和媒介,而且更是中国经济管理人才参与国际竞争,加强国际合作,实现中国企业的国际战略的基石。推动和实行英文教学并不是目的,真正的目的在于培养学生——这些未来的企业家——能够具备同国际竞争对手、合作伙伴沟通 and 对抗的能力。按照这一要求,清华大学经济管理学院正在不断推动英语教学的步伐,使得英语不仅是一门需要学习的核心

课程,而且渗透到各门专业课程的学习当中。

课堂讲授之外,课前课后的大量英文原版著作、案例的阅读对于提高学生的英文水平也是非常关键的。这不仅是积累相当的专业词汇的重要手段,而且是对学习者思维方式的有效训练。

我们知道,就阅读而言,学习和借鉴国外先进的管理经验和掌握经济理论动态,或是阅读翻译作品,或是阅读原著。前者属于间接阅读,后者属于直接阅读。直接阅读取决于读者的外文阅读能力,有较高外语水平的读者当然喜欢直接阅读原著,这样不仅可以避免因译者的疏忽或水平所限而造成的纰漏,同时也可以尽享原作者思想的真实表达。而对于那些有一定外语基础,但又不能完全独立阅读国外原著的读者来说,外文的阅读能力是需要加强培养和训练的,尤其是专业外语的阅读能力更是如此。如果一个人永远不接触专业外版图书,他在获得国外学术信息方面就永远会比别人差半年甚至一年的时间,他就会在无形中减弱自己的竞争能力。因此,我们认为,有一定外语基础的读者,都应该尝试一下阅读外文原版,只要努力并坚持,就一定能过了这道关,到那时就能体验到直接阅读的妙处了。

在掌握大量术语的同时,我们更看重读者在阅读英文原版著作时对于西方管理者或研究者的思维方式的学习和体会。我认为,原汁原味的世界级大师富有特色的表达方式背后,反映了思维习惯,反映了思想精髓,反映了文化特征,也反映了战略偏好。知己知彼,对于跨文化的管理思想、方法的学习,一定要熟悉这些思想、方法所孕育、成长的文化土壤,这样,有朝一日才能真正“具备国际战略头脑”。

以往,普通读者购买和阅读英文原版还有一个书价的障碍。一本外版书少则几十美元,多则上百美元,一般读者只能望书兴叹。随着全球经济合作步伐的加快,目前在出版行业有了一种新的合作出版的方式,即外文影印版,其价格几乎与国内同类图书持平。这样一来,读者可以不必再为书价发愁。清华大学出版社这些年在这方面一直以独特的优势领先于同行。早在1997年,清华大学出版社敢为人先,在国内最早推出一批优秀商学英文版教材,规模宏大,在企业界和管理教育界引起不小的轰动,更使国内莘莘学子受益良多。

为了配合清华大学经济管理学院推动英文授课的急需,也为了向全国更多的MBA试点院校和更多的经济管理学院的教师和学生提供学习上的支持,清华大学出版社再次隆重推出与世界著名出版集团合作的英文原版影印商学教科书,也使广大工商界人士、经济管理类学生享用到最新最好质优价廉的国际教材。

祝愿我国的管理教育事业在社会各界的大力支持和关心下不断发展、日进日新;祝愿我国的经济建设在不断涌现的大批高层次的面向国际市场竞争、具备国际经营头脑的管理者的勉力经营下早日中兴。

赵纯钧 教授

清华大学经济管理学院院长
全国工商管理硕士教育指导委员会副主任

PREFACE



We are proud to herald in the twenty-first century with our seventh edition, which examines the full range of consumer behavior in the context of the incredibly dynamic, high-tech global environment in which we live. Instantaneous satellite transmissions spread the word on new products and fashions simultaneously across the globe to an increasingly wired global population. The volume and diversity of Internet marketing seems to explode daily, while regional and global marketing expands rapidly and geometrically. The variety of service and product offerings seems boundless.

The population of students and professors has never before been so diverse, so savvy, so experienced, so technologically literate. Never before have research sources—journals, articles, archives, and esoteric compilations—been so available, on stream, on-line, in hand.

And therein lay our challenge. For this streamlined age, we had to produce a streamlined book. We did a wide-ranging, encyclopedic search of the literature, selected the latest and most relevant articles for our new citations, pared back on old citations, and managed to reduce the book from 21 chapters to 16 chapters, with little sacrifice in coverage.

In this new edition we have intensified our emphasis on marketing strategy, using both a theoretical and an applications-oriented approach. Always true believers in the marketing concept, we have tried our best to meet the needs of our consumers—students, marketing practitioners, and professors of consumer behavior—by providing a text that is highly readable and that clearly explains the relevant concepts on which the discipline of consumer behavior is based. We have supplemented this material with a great many “real-world” examples in order to demonstrate how consumer concepts are used by marketing practitioners to develop and implement effective marketing strategies. The book is amply illustrated with timely, effective marketplace examples.

To make the seventh edition as useful as possible to both graduate and undergraduate students, we have sought to maintain an even balance of basic behavioral concepts, research findings, and applied marketing examples. We are convinced that providing structure and direction for effective market segmentation is a major contribution of consumer behavior studies to the practice of marketing. To this end, we have paid particular attention to revising and refining the discussion on market segmentation.

This seventh edition of *Consumer Behavior* is divided into four parts, consisting of 16 chapters. Part 1 provides the background and tools for a strong and comprehensive understanding of the consumer behavior principles that follow. Chapter 1 introduces the reader to the study of consumer behavior, its diversity, its development, and the role of consumer research. It contains a detailed discussion of ethical considerations in marketing and consumer practices. The first chapter also introduces a simple model of consumer behavior decision making which provides the framework for understanding and relating the consumer behavior principles studied throughout the book. Chapter 2 provides readers with a detailed overview of the critical consumer

research process and the techniques associated with consumer behavior research, including a discussion of positivist and interpretivist research methods. Chapter 3 presents a comprehensive examination of market segmentation.

Part 2 discusses the consumer as an individual. It begins with an exploration of consumer needs and motivations, recognizing both the rational and emotional bases of many consumer actions. Chapter 5 discusses the impact of a full range of personality theories on consumer behavior and explores consumer materialism, fixated consumption, and compulsive consumption behavior. The chapter considers the related concepts of “self” and “self-image” and includes a new discussion of “virtual personality” and self. Chapter 6 provides a comprehensive examination of the impact of consumer perception on marketing strategy and the importance of production positioning and repositioning. The chapter is followed by a discussion of consumer learning, limited and extensive information processing, and the applications of involvement theory to marketing practice. This chapter includes a new section on measures of consumer learning. After an in-depth examination of consumer attitudes (now one comprehensive chapter), part 2 concludes with a discussion of communication and persuasion, and links consumers as individuals to the world and people around them.

Part 3 is concerned with the social and cultural dimensions of consumer behavior. It begins with a newly combined discussion of consumer reference groups (including virtual groups and communities), family role orientations, and changing family lifestyles. Chapter 11 presents consumers in their social and cultural milieus (including the emergence of the new “techno class”), and investigates the impact of societal and subcultural values, beliefs, and customs on consumer behavior. Part 3 concludes with an extensive discussion of cross-cultural marketing within an increasingly global marketplace.

Part 4 explores various aspects of consumer decision making. It begins with a comprehensive discussion of personal influence, opinion leadership, and the diffusion of innovations. Next, it describes how consumers make product decisions and explores the newly important practice of relationship marketing. This section examines in detail the simple model of consumer decision making that was briefly introduced in chapter 1, and ties together the psychological, social, and cultural concepts discussed throughout the book. It includes a greatly expanded exploration of consumer gifting behavior, and concludes with an examination of the expanding research focus on individual consumption behavior and the symbolic meanings of consumer possessions.

OVERVIEW OF MAJOR CHANGES

The text has been thoroughly updated and revised, yet substantially shortened to focus attention on critical consumer behavior concepts and to highlight the linkages between interrelated principles and processes. Some of the major changes are as follows.

- Chapters 8 and 9 have been combined into chapter 8, “Consumer Attitude Formation and Change.” The new chapter 8 streamlines the flow of the text and strengthens the link between closely related material. Key principles from the previous edition have been retained and updated and enhanced by new tables, illustrations, and numerous examples that show marketing strategy in action.
- Chapters 11 and 12 have been combined to form chapter 10, “Reference Groups and Family Influences.” This chapter carefully traces the influence of both nonfamily and family groups on consumer behavior. All the critical concepts pertaining to reference group membership and the influence of reference groups and the family remain, presented with complete definitions

and explanations along with specific marketing examples. New and revised tables and illustrations highlight principles and issues of particular importance.

- Chapters 17 and 18 have been combined to form chapter 15, “Consumer Influence and the Diffusion of Innovations.” As a result of this change, students can more clearly see the linkage between two interrelated issues—the influence that others have on a consumer’s behavior and the dynamic processes that shape the consumer’s acceptance of new products and services. Definitions and examples of key concepts have been retained and enhanced with many new tables and figures; selected sections have been streamlined and updated in recognition of emerging ideas and practices.
- To streamline the text and focus students’ attention on consumer behavior issues directly related to marketing strategy, chapters 20 and 21 have been eliminated and examples of the application of consumer behavior principles to not-for-profit marketing and public policy issues have been integrated throughout the new edition.
- Every chapter features numerous new examples, advertisements, figures, tables, and diagrams. These have been carefully designed to bring consumer behavior principles to life and to show how marketers actually apply consumer theories and research in the development and implementation of effective marketing strategies.

SUPPLEMENTS

The following state-of-the-art supplements package has been created to support the seventh edition of *Consumer Behavior*.

Instructor’s Manual

This helpful teaching resource, prepared by James V. Dupree of Grove City College, contains chapter objectives, lecture outlines, chapter summaries, and answers to end-of-chapter questions and exercises.

Test Item File

Extensively revised for the seventh edition, the Test Item File, also prepared by James V. Dupree, contains more than 1500 items, including multiple-choice, true-false, and essay questions that are graded for difficulty and page-referenced to the text. The test items are also available through the Prentice Hall Test Manager program (Windows version).

PowerPoint Slides and Acetate Color Transparencies

A PowerPoint 4.0 set containing more than 200 electronic slides covers key concepts and includes complete lecture notes and illustrative tables and figures from the text.

This material is also available in a full set of acetate color transparencies for those professors who prefer to use an overhead projector in class.

Advertisement Transparencies

New to this edition, a set of over 75 acetate color transparencies of recent ads, both domestic and international, is provided together with teaching notes for each ad.

On-Line Cases

Four part-ending video cases, and four chapter-end cases, together with supporting questions and teaching notes, are located on-line at www.prenhall.com/schiffman.

Each video case explores consumer behavior issues as they are managed by Sputnik, Nascar, Yahoo!, and Kodak. A 10-minute, company-based video segment supports each part-ending case.

In addition to these exciting video cases, we offer four chapter-end cases. Each two-pages, in length explore the concepts presented in various chapters throughout the text.

Web Exercises

The seventh edition also offers Web-based exercises for each chapter in the text. Located on-line at www.prenhall.com/schiffman, each Web question challenges students to use the Internet to resolve consumer behavior issues.

Consumer Behavior Video Library

Prentice Hall has produced four company-based video segments to accompany this edition. Each video is approximately 10 minutes in length and profiles consumer behavior concepts as they are managed by companies such as Sputnik, Nascar, Yahoo!, and Kodak. Each video supports a comprehensive part-ending case.

Instructor's CD-ROM

A great lecture presentation tool, this easy-to-use software works with PowerPoint 7.0 and includes, for each chapter, PowerPoints, videoclips, and ads together with complete lecture notes, preview questions, and discussion questions.

Comprehensive Web Site: www.prenhall.com/phbusiness/phlip

Prentice Hall is proud to offer the best Web resource in the industry for both professors and students. "PHLIP" is a comprehensive Web site that supports Prentice Hall Business Publishing. As one of the featured titles on PHLIP, *Consumer Behavior*, Seventh Edition offers bimonthly updates by chapter, including timely readings and Internet links. A password-protected professor resource section allows adopters to download the *Instructor's Manual* and PowerPoint files, along with a set of four video cases, four chapter-end questions, and Internet exercises. PHLIP, developed by Dan Cooper of Marist College, also includes a feedback feature and bulletin board for professors teaching the consumer behavior course. Additional teaching resources are available in the "faculty lounge" feature.

Student resources include updates, access to study tips, software help, and related Web site links. PHLIP can also be used to organize homework and out-of-class exercises and projects for students.

ACKNOWLEDGEMENTS

Of the many people who have been enormously helpful in the preparation of this seventh edition of *Consumer Behavior*, we are especially grateful to our own consumers—the graduate and undergraduate students of consumer behavior and their professors, who have provided us with invaluable experiential feedback to our earlier editions.

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To the countless other people who have been generous with their time, support and encouragement, please know we think of you, we thank you, and we love you.

*Leon G. Schiffman
Leslie Lazar Kanuk*

教学支持说明

本书系我社获全球最大的教育出版集团,美国 Pearson Education Group 独家授权之英文影印版。

Pearson Education 旗下的国际知名教育图书出版公司 Prentice Hall/Addison Wesley Longman, 以其高品质的经济类出版物, 成为全美及全球高校采用率最高的教材, 享誉全球教育界、工商界。为秉承 Prentice Hall 出版公司对于教材类产品的一贯教学支持, 我社特获独家授权影印本书的《教师指导手册》, 向采纳本书作为教材的教师免费提供。

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