



Consumer Behavior

2nd
Edition

Kenneth E. Runyon

and the Practice of Marketing

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Preface

I am deeply indebted to the many instructors and students who, having used the first edition of *Consumer Behavior and the Practice of Marketing*, have offered suggestions for modifying the text so that it better fits their needs. It is their counsel that has guided the preparation of this second edition.

The basic structure and style of the book have not been changed. A new chapter—Chapter 2: “Defining Markets and Market Segmentation”—has been introduced in order to clarify the strategies of *product differentiation* and *market segmentation*, to point up when each of these strategies is most appropriate, and to relate them to the study of consumer behavior.

At the same time, Chapter 1 has been substantially revised to provide a more complete discussion of what a *product* is in the marketing sense. It describes briefly each of the social sciences from which marketing has borrowed heavily in the past and upon which marketing may become even more dependent in the future.

In addition, a short case or problem has been added at the end of each chapter as a teaching aid, and the objective questions in each chapter of the *Instructor's Manual* that accompanies this text have been culled and heavily supplemented by questions developed and tested by Donald Schuster at Iowa State University.

Several parts of the book have been rewritten in order to clarify their contents. Additional examples have been used and a number of new references added. Among the more significant changes in the second edition are the following:

- An expanded section on culture (Chapter 5) that gives additional examples of cross-cultural marketing and systematically identifies (through the use of a table) the marketing areas that may be influenced by cultural variables.
- A comprehensive model of family decision making has been added to Chapter 8 to enable students to visualize the nature of the family influences that exist. In addition, the influence of family roles in the family decision process has been expanded.
- In Chapter 9, “Motivation,” sections have been added to clarify the relationship between *central* and *peripheral* needs and to systematically relate the concepts of *needs*, *goals*, *products*, and *demand* to each other.
- In Chapter 10, “Personality,” the sections on *transactional analysis* and *psychographics* have been expanded substantially, and in Chapter 11, “Self-Concept,” the future of the self-concept as an independent marketing variable is discussed.
- The chapter on attitudes (Chapter 13) has been revised in order to provide a comparison between the traditional model of attitude and that proposed by Fishbein, to point up some of the limitations of the Fishbein model, and to expand the section on situational variables.
- The chapter on perception (Chapter 14) has been enriched through an expansion of the section on the influence of color and by the introduction of a section on *attribution* theory.
- Chapter 16, “Retail Influences,” has expanded sections on the role of price and on the variables that influence store selection, as well as a new section on *generic brands*—their history, their present position, and their probable future.
- Chapter 17, “Marketing Communications,” has been bolstered through the addition of findings from *communications research* and an expansion of the section on *diffusion*.
- Finally, a diagram of the flow of the book has been developed to guide the reader through its pages. This diagram is not intended as a model of consumer behavior, for it is much too general to be of value in this sense. It is, essentially, a visual schematic showing the organization and flow of the text.

My thank also go to Professors Nora Ganim of Boston College and Dennis Guseman of Northern Illinois University. Both reviewed the manuscript for the second edition and offered useful suggestions.

Kenneth E. Runyon

Preface to the First Edition

Some texts on consumer behavior are written as though there were no real world of marketing populated by real men and women who create real products, real brand names, real packages, and real advertising. Unfortunately, such texts transform a potentially exciting and dramatic subject into a dull, dry abstraction.

The study of consumer behavior in marketing is not dull and dry because the world of products in which we live is not dull and dry. Marlboro, Virginia Slims, and “pretty” Eve are not just brands of cigarettes. They are selling concepts—images and fantasies—firmly grounded in the behavioral sciences and designed to meet psychological needs. Love Cosmetics, Miss Clairol, and Charlie are not simply personal care items. They are dreams, hopes, and promises. Cougar, Mustang, and Pinto are not names chosen by accident; and even the “bug” is [sic] more than a small, imported car—it was a revolution. The litany is endless. Names like Kodak, Listerine, Del Monte, Pet, and Ivory live in the real world, not just in the laboratories, libraries, and studies of universities.

This book, *Consumer Behavior and the Practice of Marketing*, has been written to bring together the real world of marketing and the theoretical world of the behavioral sciences. These two worlds are not independent; successful marketing is and always has been based on the behavioral sciences. Its dependence on the social sciences has not always been explicitly recognized, however, and has only become apparent in the last twenty-five years when the number of products offered to the consumer has mushroomed, when product differences have diminished, and when competition has been more intense.

My own interest in writing this book has sprung from three sources: *first*, a series of academic degrees and a lifetime interest in the psychology of human behavior; *second*, almost twenty years experience in marketing with the Gardner Advertising Company, which numbered among its clients such notable companies as Anheuser Busch, The American Tobacco Company, A & P, Cessna, Jack Daniel’s, John Deere, Monsanto, Pet, Procter & Gamble, Ralston Purina, Swift and Company, and Sunray D-X; *third*, several years of teaching consumer behavior at the university level.

Since my own experience in marketing is a blend of theory and practical experience, I have tried to mix the two in this book. Each chapter is introduced with three or four marketing examples to introduce the underlying theories. Throughout each chapter, additional marketing examples are used.

The tenor of the book is pragmatic because no other approach matches the spirit of marketing which is, after all, firmly rooted in pragmatism. But, since nothing is more practical than a good theory, the text is also theoretical. Any other approach to consumer behavior seems inappropriate. A nontheoretical approach, for example, quickly deteriorates into a dull recitation of trivialities. And marketing is not trivial; it is a creative, competitive activity that underlies our entire economy.

While behavioral theory is prominent in this book, the conventional wisdom of the marketing practitioner has not been ignored. Certain marketing practices—the use of celebrities and sports professionals as product spokespersons, concepts of optimal frequency for scheduling ads, the bonus charged for four-color space over black-and-white, the use of emotional appeals backed up by logical reason, small space advertising for proprietary products, price as a surrogate indicator, and product positioning—were used by marketers because they worked long before they were explicitly supported by behavioral theory or demonstrated through controlled research. Much of the conventional wisdom is still useful. But it isn’t enough. The successful marketer of the future will leaven the conventional wisdom of the past with contemporary social and psychological theory.

This book does not deal with social marketing, a concept that has gained currency in the past few years. After a thorough review of the literature, I am not persuaded that the implications of social marketing for a competitive economy, nor its impact on the individual firm, have been carefully thought through. A greater precision in definition and a more thoughtful analysis of its implications are required before it can be offered as a viable alternative to the marketing concept.

Neither have I presented a “new” model for consumer behavior. The field already contains more models than it can properly assess, some of which represent only a judgmental “shifting of variables” that are, in themselves, ambiguous, and the interrelationships of which are not clearly understood. A great deal of work remains to be done before models are constructed that are superior to those we already have. In Chapter 20, I have attempted to identify some of the barriers that will have to be overcome before truly productive models of consumer behavior can be developed.

This book is divided into six selections which progress from the general to the specific. Part 1 characterizes the marketing economy and introduces relevant marketing terms; assesses the field of consumer behavior by pointing up the controversial issues that divide the social sciences, and suggests a point of view for the student of marketing; and defines the role of theory in marketing and briefly reviews some traditional and contemporary models of humanity.

Part 2 deals with social influences on behavior, ranging from the culture in which we live through social class, social groups, and the family unit. While much of this material is traditional, this book introduces two innovations: (1) it analyzes marketing influence in terms of social power, delineating the feasible strategies that the marketing manager may employ; and (2) it explicitly reconciles some of the findings from small group theory and from diffusion theory.

Part 3 deals with the intrapersonal dynamics that underlie all behavior, proceeding from the inside out—from the nature of human beings as envisioned by motivation theory, through learning, personality, self-concept, attitudes, perception, and consumer behavior as a decision process.

Part 4 deals with influences that mediate between the marketer of consumer goods and the ultimate customer, namely retail influences and marketing communications. Chapter 16 considers the variables influencing the consumer’s choice of retail outlets, in-store influences, and the threat of private-label products. Chapter 17 deals with an extended view of marketing communications which are, in the last analysis, the culmination of the study of consumer behavior.

Part 5 deals with marketing research which (from the standpoint of the marketing practitioner), is the key to the effective use of behavioral theory. Each product and competitive marketing situation is unique. There is a gap—no, a chasm—between behavioral theory and its application in the marketplace. Marketing research is the essential tool that lets the marketing manager make the transition from theory to practice in the individual case. In this section, some of the more useful behavioral research techniques are described, and one of the most important areas of research for the marketer of consumer goods, copy research, is examined.

Finally, Part 6, which consists of only one chapter, examines the future of the marketing system and identifies some of the barriers that stand in the way of the development of an integrated theory of consumer behavior.

I wish to thank several people who read a partial draft of the manuscript: Professors Benjamin Butcher, Fredric Kraft, Richard Reizenstein, and Ivan Ross. I would like to particularly thank and acknowledge Rolph Anderson, Denis Healy, Paul Hugstad, Thomas Reuschling, and Arch Woodside, who read the entire manuscript and made numerous helpful comments and suggestions.

I owe many other debts for this book—debts that can never be repaid, only acknowledged. First, I am indebted to the Gardner Advertising Company—its people and its clients—who taught me what marketing means and who inculcated in me a deep respect for the consumer. Second, I am indebted to the social sciences, to its teachers and contributors, for the richness of its concepts, for the diversity of its points of view, and for the challenge which it offers. Third, I am indebted to my students who, in the last analysis, inspired this book by their questions and interest in the field. Finally, I am indebted to a loving and bountiful Lord, under whom all else has been made possible.

K. E. R.

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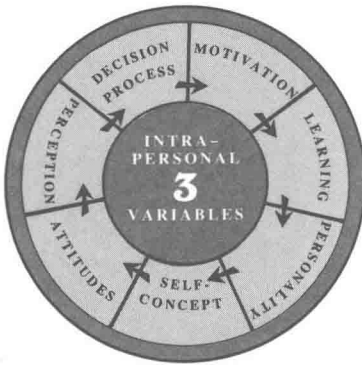
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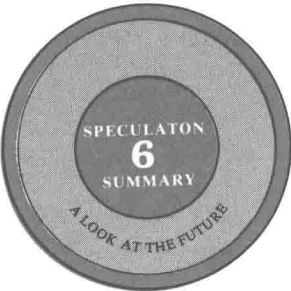
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