

国际商务系列教材

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国际
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系列
教材

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前言

随着经济的全球化和中国加入 WTO,中国越来越走向国际化。越来越多的中国企业走出国门,从事国际贸易,到海外进行直接投资;越来越多的外资企业也来中国投资设厂。在这种经济全球化的背景下,培养能用外语从事国际商务的人才,是高校刻不容缓的任务。双语教学因此在许多高校悄然兴起。可是各个本、专科及高等职业院校都面临缺乏适合本、专科层次及适应中国国情的英文版商务教材。本教材的面世正好填补了国内适合本、专科及高职高专学生使用的英文版市场营销教材的空白。

本教材的编写是由广东省教育厅牵头,与英国文化委员会合作开发而成,是广东省高校实施的中英合作项目——新世纪广东省高等教育教学改革工作项目的成果之一。该教材因为引进了英国国家职业资格证书体系(NVQ)的先进理念,结合了中国社会与职业的实际需要,所以是一本充分体现中国特色、中国风格的优秀教材。它以全新的体例开创了我国高职商务英语专业教材编写的先河,首次创建了评估与教学融为一体的教学模式,史无前例地将评估作为核心贯穿着整个以学生为中心的教学过程并将传统的与现代的评估进行有机的整合从而形成了适合国内商务英语专业课程,符合当前高职高专教育实际的有特色的评估标准和明确的评估体系。

本教材具有以下特点:

1. 按照英国 NVQ 教学理念进行编写。体现“以学生为中心”,注重过程评估;
2. 按照教学流程进行编写。本教材提供了教学大纲,报告模板,专业术语解释,每章提供教学目的,中间穿插各种问题、活动、任务和小案例等,章节后提供项目练习和评估标准,既适用于教师教学,又适合学生自学;
3. 本教材通过过程评估及考试方式改革的全新做法,可实现学生自学能力、分析问题、信息搜寻、团队合作、口头报告、商务报告撰写诸多能力的培养,而摒弃传统教学中死记硬背商务概念和理论的做法。

21 世纪的中国是国际化的中国,21 世纪的高职高专教育也将是全球化的合作。我们期望通过本教材的编写为目前高职高专商务英语专业课程的改革带来一

缕新鲜的空气,促使商务英语专业教学更加符合社会、符合国家的发展,培养出能够胜任经济全球化发展的国际商务人才!

然而对编者而言,总觉得有遗憾的地方,总感到有些地方需要修改和加以补充,我们真诚地希望广大读者提出宝贵意见和建议,以便今后修订并逐步完善。

编者

2005年8月

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Chapter One

Introduction to Marketing

Chapter Objectives

After reading this chapter, you should be able to:

- define marketing and discuss its core concepts;
- understand basic concepts of marketing;
- trace the evolution of marketing;
- understand the importance of studying marketing;
- present a real case of marketing activities.

Preview Case

What scopes belong to the marketing decision making? Marco has worked in Noah Ark Consulting Corporation after graduation from a business school. Now he intends to register a Management Consultancy Corporation of his own. Then he must make some decisions.

諾亞舟 諮詢
NOAH ARK CONSULTING

- What consultancy service to be provided for the customers?
- Who is his customer?
- How to set the charge rate?
- Where to place the office site?
- How to identify his target market?
- How to attract his customers?

1.1 What Is Marketing?

It is about finding out who the best customers are, what they want, how much they will pay, how to promote the product and how to sell it.

Marketing is an attitude of mind which places the customer at the very centre of a business activity, and automatically orientates a company towards its markets rather than its operations.

Marketing:

- identifies markets and tries to establish what buyers in those markets want
- identifies what benefits and satisfactions they are seeking
- recognizes what the competition is offering
- helps the company to design products and services which will be attractive to buyers, and which have a sustainable competitive advantage
- ensures that the products are known to the customers, available to them at the right time, in suitable quantities, and at an acceptable price.

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals.

—American Marketing Association

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

—Philip Kotler

Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

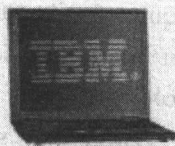
—The Chartered Institute of Marketing

In understanding the definition of marketing, you must make sense of the following three aspects:

- Many people think that only large companies operating in highly developed economies use marketing, but some marketing is critical to the success of every organization, whether large or small, domestic or global.
- Creating customer value and satisfaction is at the very heart of modern marketing thinking and practice. The goal of marketing is to attract new customers by promising superior value, and to keep current customers by delivering satisfaction.
- The most successful marketing is to satisfy unmet consumer needs.

Case

After World War II, the president of IBM once went to a famous consultancy company to make an enquiry about the quantity of electronic computer all American companies, research institutions and government demand. And the answer is less than ten. Later on his son became the president of IBM and he didn't believe the forecast. He decided to produce computer and succeeded in the end.



The case shows that people don't know what computer is and how to use it although they have the desire of relieving office working intensity and improving working efficiency. Therefore respondents didn't express their need for computer. Businesses should develop new products and use marketing activities to stimulate and lead consumers' potential needs.

Let's look at the case mentioned at the beginning of the chapter. Marco is the marketer in this case and his purpose is to benefit from the exchange with the customers. His customers are those individuals and organizations who need his consultancy service. His marketing tasks are to stimulate, create, adapt to and influence customers' needs of his consultancy service. To accomplish these tasks he must investigate and analyze the environments, market situation and consumer behavior. In turn, he must make marketing plans and design marketing strategies, e. g. design the way and content of his service, pricing,

promotion, and distribution to implement his plan and achieve his marketing objectives in the end. This is Marco's whole marketing process. All marketers must understand the basic concepts involved in the marketing process.

1.1.1 Some Basic Concepts in Marketing

The following figure shows some basic concepts involved in the above discussion about "what is marketing?"

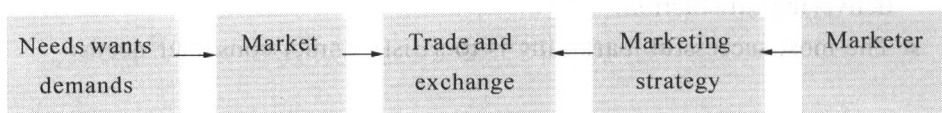


Figure 1. 1. 1

A human need is a state of deprivation of some basic satisfaction. People require food, clothing, shelter, safety, belonging, and esteem. These needs are not created by society or by marketers. They exist in the very texture of human biology and the human condition.

In China, sales of color televisions and refrigerators have soared. Sports shoes are also popular with Nikes and Reeboks going at prices several times the monthly salary of an average Chinese worker. Mobile phones are also fast becoming popular. A senior executive at AT & T China once said that China will be the largest single market in the world for telecommunications infrastructure equipment for at least the next 30 to 40 years. In the food market, Heinz has seen China sales of its infant food surge several times ahead of target. Though demand for such consumer products is rising, the Chinese are also aspiring for intangible luxuries like a car license, computer literacy, and eloquence in English.

Wants

Wants are desires for specific satisfiers of needs. An American needs food and wants a hamburger, French fries, and a coke. In another society these needs might be satisfied differently. A hungry person in Mauritius may want mangos, rice, and beans. Although people's needs are few, their wants are many. Human wants are continually shaped and reshaped by social forces and institutions, including churches, schools, families, and business corporations.

Demands

Demands are wants for specific products that are backed by an ability and willingness to buy them. Wants become demands when supported by purchasing power. Many people want a Mercedes; only a few are able and willing to buy one. Companies must therefore measure not only how many people want their product but, more importantly, how many would actually be willing and able to buy it.

These distinctions shed light on the frequent criticism that “marketers create needs” or “marketers get people to buy things they don’t want.” Marketers do not create needs: needs preexist marketers. Marketers, along with other societal influence, influence wants.

Exchange

People can obtain products in one of four ways. The first way is self-production. In this case, there is no market and no marketing. The second way is coercion. Hungry people can wrest or steal from others. No benefit is offered to the others except that of not being harmed. The third way is begging. Hungry people can approach others and beg for food. They have nothing tangible to offer except gratitude. The fourth way is exchange. Hungry people can offer a resource in return for food such as money, a good, or a service. Marketing emerges when people decide to satisfy need and wants through exchange.

Exchange is the act of obtaining a desired product from someone by offering something in return. For exchange potential to exist, five conditions must be satisfied:

- a) There are at least two parties.
- b) Each party has something that might be of value to the other party.
- c) Each party is capable of communication and delivery.
- d) Each party is free to accept or reject the exchange offer.
- e) Each party believes it is appropriate or desirable to deal with the other party.

Transaction

Exchange is a process but not an event. If a buyer and a seller are negotiating and are moving to an agreement, it can be said that they are

engaged in exchange. If the two reach an agreement after negotiating, we can say a transaction takes place. Transaction is included in exchange. Trade means the value exchange between a buyer and a seller, in which money acts as its media. But in exchange, money is not always the necessary media, there can be barter exchange, which means trading of goods or services for other goods or services. Trade includes several factors, at least there are two things of value, the agreed-upon conditions, a time and a place of agreement. Usually there is a legal system to support and enforce compliance on the part of the transactors. Without a law of contracts, people would be in some transactions with some distrust and everyone would lose.

Market

A market consists of all the potential customers sharing a particular need or want who might be willing and able to engage in exchange to satisfy that need or want. Traditionally, a “market” was the place where buyers and sellers gathered to exchange their goods, such as a village square. Economists use the term to refer to a collection of buyers and sellers who transact over a particular product or product class; hence the housing market, the grain market, and so on. Business people often use the term “markets” colloquially to cover various groupings of customers. They talk about need markets, product markets, demographic markets, and geographic markets.

Students' Task

Examine and select Marco's marketing tasks:

- *Customer:* (What kind of people or organizations will need or will probably need Marco's advice?)
- *Kind of service:* What kind of service should be provided? Should it focus on one dimension or on various dimensions?
- *Manner of service:* In what way should the service be provided?
- *Site of operation:* Where is the proper place of operation?
- *Standard of charge:* How to set the price and how to charge?
- *Customer attraction:* In what way to attract customers?

1.1.2 Demand States and Marketing Tasks

Negative demand

This means customers do not like some products or service in the market. For example, some customers do not take plane for fear of risks, or dare not buy clothes made of fiber, for they think the fiber contains something that will do harm to their health. The task of management is to find out why customers don't like these products, and to carry out more active sales promotion to the targeted customers by redesigning the products, lowering the prices, or to try to change the customers beliefs on the products and service, such as eliciting the low possibility of accidents in plane journeys and unharmlessness of fiber clothing to health. More positive promotion can change people's beliefs and attitudes.

No demand

This means the customers in a target market have no interest in or never care for the product. For example, people in some African countries have the custom of walking barefoot, needing no shoes. What the marketers should do is to create demands, to combine the benefit of the products with people's natural demands and interest through effective promotion.

Latent demand

This mean current products or service fail to meet the strong demands of many customers. For example, there is a strong demand for harmless cigarettes and more fuel-efficient cars. The marketing task of an enterprise is to measure the latent demand in the market and develop effective products and services to satisfy the demand.

Falling demand

This means the target customers' demand for some products or services is falling. For example, in cities most families have bought electric fans and the demand for them is comparatively declining. Marketers should find out the causes of market decline and decide whether demand can be reticulated by finding new target markets, changing the product's features, or developing more effective communication. The marketing task is to reverse the declining demand through creative remarketing of the product.

Irregular demand

This means many organizations face demand that changes on a seasonal, daily, or even hourly basis, causing problems of idle or overworked capacity. For example, in mass transit, much of the equipment is idle during off-peak hours and insufficient during peak travel hours. Museums are under visited on weekdays and overcrowded on weekends. Hospital operating rooms are overbooked early in the week and undercooked toward the end of the week. The marketing task, called synchromarketing is to find ways to change the same pattern of demand through flexible pricing, promotion, and other incentives.

Full demand

Organizations face full demand when they are pleased with their volume of business. The marketing task is to maintain the current level of demand in the face of changing consumer preferences and increasing competition. The organization must maintain or improve its quality and continually measure consumer satisfaction to make sure it is doing a good job.

Overfull demand

Some organizations face a demand level that is higher than they can or want to handle. Thus, For example, a too large population causes shortage of food, energy and communication. The marketing task, called demarketing, requires finding ways to reduce the demand temporarily. Selective demarketing consists of trying to reduce the demand coming from those parts of the market that are less profitable or less in need of the product. Demarketing aims not to destroy demand but only to reduce its level temporarily or permanently.

Unwholesome demand

Unwholesome products will attract organized efforts to discourage their consumption. Unselling campaigns have been conducted against cigarettes, alcohol, hard drugs, handguns, and X-rated movies. The marketing task is to get people who like something to give it up using such tools as fear messages, price hikes, and reduced availability.

1.2 Evolution of Marketing

Preview Case

My job is to sell machines. The machines themselves are technically advanced and customers are not always aware of the advantages they can receive by installing them, so I have to persuade — and back up my persuasion with solid facts and figures. I have also got to know what the machines can do and how they can be best adapted to suit the needs of different customers. That means getting back to the manufacturers and telling them what the customer wants. Some of them seem to think that because a machine is technically perfect the customers will be queuing up to buy it. It just does not work that way.



Students' Task

What evidence is there in the above passage to suggest that the speaker is aware of the philosophy of marketing rather than simply selling?

There are five alternative concepts under which organizations conduct their marketing activities: the production, product, selling, marketing and societal marketing concepts.

The production concept

The production concept holds that consumers will favor products that are available and highly affordable, and that management should therefore focus on improving production and distribution efficiency as well as achieving economies of scale. This concept is one of the oldest philosophies that guide sellers.

The production concept is a useful philosophy in two types of situation.

- The first occurs when the demand for product exceeds the supply. Here