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Administration Classics

消费者行为学

(第6版)

CONSUMER

BEHAVIOR (Sixth Edition)

[美] 迈克尔·R·所罗门 (Michael R. Solomon) 著
卢泰宏 黄 娟 改编

中国人民大学出版社

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总 序

随着我国加入 WTO,越来越多的国内企业参与到国际竞争中来,用国际上通用的语言思考、工作、交流的能力也越来越受到重视。这样一种能力也成为我国各类人才参与竞争的一种有效工具。国家教育机构、各类院校以及一些主要的教材出版单位一直在思考,如何顺应这一发展潮流,推动各层次人员通过学习来获取这种能力。双语教学就是这种背景下的一种尝试。

双语教学在我国主要指汉语和国际通用的英语教学。事实上,双语教学在我国教育界已经不是一个陌生的词汇了,以双语教学为主的科研课题也已列入国家“十五”规划的重点课题。但从另一方面来看,双语教学从其诞生的那天起就被包围在人们的赞成与反对声中。如今,依然是有人赞成有人反对,但不论是赞成居多还是反对占上,双语教学的规模 and 影响都在原有的基础上不断扩大,且呈大发展之势。一些率先进行双语教学的院校在实践中积累了经验,不断加以改进;一些待进入者也在模仿中学习,并静待时机成熟时加入这一行列。由于我国长期缺乏讲第二语言(包括英语)的环境,开展双语教学面临特殊的困难,因此,选用合适的教材就成为双语教学成功与否的一个重要问题。我们认为,双语教学从一开始就应该使用原版的各类学科的教材,而不是由本土教师自编的教材,从而可以避免中国式英语问题,保证语言的原汁原味。各院校除应执行国家颁布的教学大纲和课程标准外,还应根据双语教学的特点和需要,适当调整教学课时的设置,合理选择优秀的、合适的双语教材。

顺应这样一种大的教育发展趋势,中国人民大学出版社同众多国际知名的大出版公司,如麦格劳-希尔出版公司、培生教育出版公司等合作,面向大学本科层次,遴选了一批国外最优秀的管理类原版教材,涉及专业基础课,人力资源管理、市场营销及国际化管理等专业方向课,并广泛听取有着丰富的双语一线教学经验的教师的建议和意见,对原版教材进行了适当的改编,删减了一些不适合我国国情和不适合教学的内容;另一方面,根据教育部对双语教学教材篇幅合理、定价低的要求,我们更是努力区别于目前市场上形形色色的各类英文版、英文影印版的大部头,将目标受众锁定在大学本科层次。本套教材尤其突出了以下一些特点:

- 保持英文原版教材的特色。本套双语教材根据国内教学实际需要,对原书进行了一定的改编,主要是删减了一些不适合教学以及不符合我国国情的内容,但在体系结构和内容特色方面都保持了原版教材的风貌。专家们的认真改编和审定,使本套教材既保持了学术上的完整性,又贴近中国实际;既方便教师教学,又方便学生理解和掌握。

- 突出管理类专业教材的实用性。本套教材既强调学术的基础性,又兼顾应用的广泛性;既侧重让学生掌握基本的理论知识、专业术语和专业表达方式,又考虑到教材和管理实践的紧密结合,有助于学生形成专业的思维能力,培养实际的管理技能。

- 体系经过精心组织。本套教材在体系架构上充分考虑到当前我国在本科教育阶段推广双语教学的进度安排,首先针对那些课程内容国际化程度较高的学科进行双语教材开发,在其专业模块内精心选择各专业教材。这种安排既有利于我国教师摸索双语教学的经验,使得双语教学贴近现实教学的需要;也有利于我们收集关于双语教学教材的建议,更好地推出后续的双语教材及教辅材料。

- 篇幅合理,价格相对较低。为适应国内双语教学内容和课时上的实际需要,本套教材进行了一定的删减和改编,使总体篇幅更为合理;而采取低定价,则充分考虑到了学生实际的购买能力,从而使本套教

材得以真正走近广大读者。

● 提供强大的教学支持。依托国际大出版公司的力量，本套教材为教师提供了配套的教辅材料，如教师手册、PowerPoint 讲义、试题库等，并配有内容极为丰富的网络资源，从而使教学更为便利。

本套教材是在双语教学教材出版方面的一种尝试。我们在选书、改编及出版的过程中得到了国内许多高校的专家、教师的支持和指导，在此深表谢意。同时，为使我们后续推出的教材更适于教学，我们也真诚地期待广大读者提出宝贵的意见和建议。需要说明的是，尽管我们在改编的过程中已加以注意，但由于各教材的作者所处的政治、经济和文化背景不同，书中内容仍可能有不妥之处，望读者在阅读时注意比较和甄别。

徐二明

中国人民大学商学院

2005 年 1 月

改编者的话

消费者行为学是市场营销学的重要分支和基础。1968年詹姆斯·恩格尔等人所著的《消费者行为学》一书系统地介绍了消费者行为的知识与理论，为消费者行为学作为一门新学科得到迅速发展奠定了基础。如今，消费者行为学已成为国外营销学专业学生的必修课程，也是国内营销学专业正在迅速发展的一门基础课程。在企业界，由于消费者行为在企业营销战略选择与策略实施中的基础性作用日益显著，消费者行为的解码广受关注。

但正如本书作者迈克尔·R·所罗门所说，“消费者行为学领域年轻、充满活力且处于变化之中”，而消费者“体验看起来似乎并不复杂，但从多元文化的视角看，实际上了解消费者的工作量是呈几何级数增长的”。因此，在这样一个不断变化、发展的学科领域当中，如何有机地组织、呈现知识体系，同时保持一种“均衡的视角”，汲取各个不同学科的知识以展示这一领域的动态性与多样性，是消费者行为研究学者的重要工作。

美国奥本大学教授迈克尔·R·所罗门是国际上该领域颇有声望、影响甚大的学者，其代表性著作 *Consumer Behavior: Buying, Having and Being* 是消费者行为学领域中一本重要的、广为流传的教科书。本改编本所依据的该书第6版共分5篇，遵循由微观到宏观的逻辑顺序，从与个体消费者相关的问题开始，“镜头”不断拓宽，直到最终考察大规模人群在社会背景下的行为。本书的主要特色在于：第一，研究视角宽广。对消费者行为的研究不仅限于“购买”状态中的特性，也将消费者的“拥有”与“存在”纳入研究范围；不仅研究消费者的购买特性，也研究拥有（或缺少）某些产品（服务）会如何影响消费者的生活，以及所有物如何影响消费者的存在状态。第二，内容新颖。及时归纳全球化、数字化背景下消费者行为的最新发展，如“The Global Looking Glass”专栏使读者更好地理解世界各地的消费者特征与企业营销实践，同时书中还包含了大量的、营销实践者应用消费行为学概念的特例，以及可能实时、实地运用这些概念的机会点。第三，批判性思考。本书毫不掩饰地探讨消费者的负面消费行为，以及营销者有意无意地利用人性弱点影响消费者行为的营销活动。“Marketing Pitfall”专栏强调了营销错误及伦理上受质疑的行为。

本书的改编在充分消化解构原作的基础上，遵循“保留为主、精简表达”的原则，尊重并保持了原书的主体结构、基本内容和特色，同时对全书的内容及表达进行了简化、删减和精炼，对部分章节进行了局部的结构调整，以更适应中国学生的需要。主要改编之处如下：

1. 在结构上简并，删除了对中国读者意义不大的内容。例如，删除了“同性、双性及变性消费者市场”、美国三大种族与宗教消费者、婴儿潮一代市场等内容，将第14章“民族、种族与宗教亚文化”与第15章“年龄亚文化”合并为新的第14章“民族与年龄亚文化”。

2. 删除了资料性的注释和部分附录。

3. 附上了基于原书的中文术语表。

4. 删减了各章节重复（或次要）的案例与思考题。

5. 删除了相对独立的彩图广告。

尽管改编者付出了许多努力，本书疏漏和不当之处仍在所难免，欢迎读者指正。我们期盼本书的出版能推动消费者行为学在中国的国际化教育。由于原著的基本背景偏重西方文化中的消费者，对中国消费者

行为关注不够是本书的先天缺陷，为此，需要者可进一步参考迈克尔·R·所罗门和卢泰宏所著《消费者行为学》（第6版·中国版）一书。

感谢中国人民大学出版社的熊鲜菊编辑，没有她的坚持和热忱推进，本书如此快面市是不可能的。

改编者

2006年3月于中山大学

Preface*

I love to people-watch, don't you? People shopping, people flirting, people consuming. . . Consumer behavior is the study of people and the products that help to shape their identities. Because I'm a consumer myself, I have a selfish interest in learning more about how this process works—and so do you.

In many courses, students are merely passive observers, learning about topics that affect them indirectly if at all. Not everyone is a plasma physicist, a medieval French scholar, or a marketing professional. But we are all consumers. Many of the topics in this book have both professional and personal relevance to the reader, whether he or she is a student, professor, or businessperson. Nearly everyone can relate to the trials and tribulations associated with last-minute shopping, primping for a big night out, agonizing over an expensive purchase decision, fantasizing about a week in the Caribbean, celebrating a holiday, or commemorating a landmark event, such as a graduation, getting a driver's license, or (dreaming about) winning the lottery.

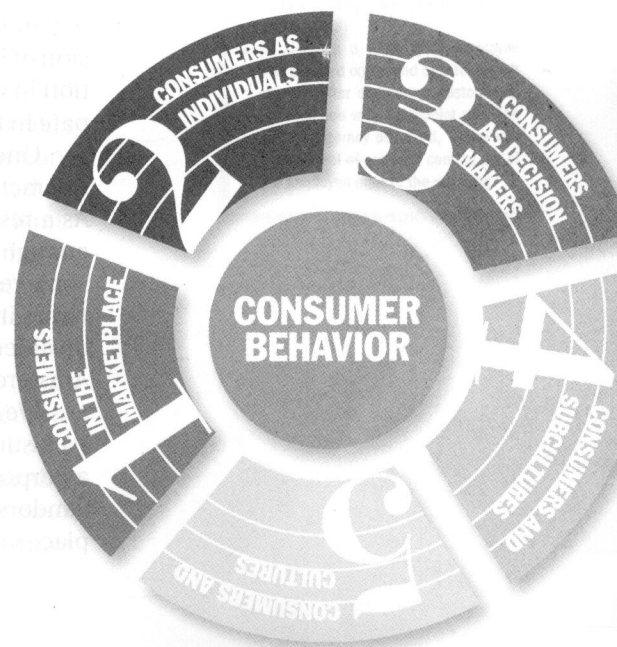
In this edition I have tried to introduce you to the latest and best thinking by some very bright scientists who develop models and studies of consumer behavior. But, that's not enough. Consumer behavior is an applied science, so we must never lose sight of the role of "horse sense" when we try to apply our findings to life in the real world. That's why you'll find a lot of practical examples to back up these fancy theories.

■ WHAT MAKES THIS BOOK DIFFERENT: BUYING, HAVING, AND BEING

As this book's subtitle suggests, my vision of consumer behavior goes well beyond studying the act of buying—having and being are just as important, if not more so. Consumer behavior is more than buying things; it also embraces the study of how having (or not having) things affects our lives and how our possessions influence the way we feel about ourselves and about each other—our state of being. I developed the Wheel of Consumer Behavior that appears at the beginning of text sections to underscore the complex—and often inseparable—interrelationships between the individual consumer and his or her social realities.

In addition to understanding why people buy things, we also try to appreciate how products, services, and consumption activities contribute to the broader social world we experience. Whether shopping, cooking, cleaning, playing basketball, hanging out at the beach, or even looking at ourselves in the mirror, our lives are touched by the marketing system. As if these experiences were not complex enough, the task of understanding the consumer multiplies geometrically when we take a multicultural perspective.

*前言中提到的部分内容在改编时已作了调整和精简，但为使读者了解原书概貌，故前言未作改动，保持原貌。——改编者注



I AM NOT A PIECE OF YOUR INVENTORY.

Don't let a pair of eyeballs be captured as a consumer profile to be sold.

I am an individual and you will respect my privacy.

I will not be bartered, traded or sold.

On the Net I am in control.



NEW!

zeroknowledge
Internet privacy solutions

People still "need" companies—but in new ways and on their own terms. As we'll see throughout this book, profound changes in consumer behavior are influencing how people search for product information and evaluate alternative brands. In the brave new world of consumerspace, we have the potential to shape our own marketing destinies.²⁵

Do Marketers Create Artificial Needs?

The marketing system has come under fire from both ends of the political spectrum. On the one hand, some members of the Religious Right believe that marketers contribute to the moral breakdown of society by presenting images of hedonistic pleasure and encouraging the pursuit of secular humanism at the expense of spirituality and the environment. Recently, a coalition of religious groups called the National Religious Partnership for the Environment claimed that gas-guzzling SUVs are contrary to Christian moral teachings about protecting people and the earth (more on this in Chapter 5).²⁶ On the other hand, some leftists argue that the same deceitful promises of material pleasure function to buy off people who would otherwise be revolutionaries working to change the system.²⁷ According to this argument, the marketing system creates demand—demand that only its products can satisfy.

A Response. A need is a basic biological motive; a want represents one way that society has taught us that the need can be satisfied. For example, thirst is biologically based; we are taught to want Coca-Cola to satisfy that thirst rather than, say, goat's milk. Thus, the need is already there; marketers simply recommend ways to satisfy it. A basic objective of marketing is to create awareness that needs exist, not to create needs.

Are Advertising and Marketing Necessary?

The social critic Vance Packard wrote more than 40 years ago, "Large-scale efforts are being made, often with impressive success, to channel our unthinking habits,

The desire by many consumers to shield their personal data is creating a new market for companies selling online privacy solutions.

All of these ideas are supported by intriguing and current examples, showing consumer behavior as it relates to current events. Throughout the sixth edition you'll discover up-to-the-minute topics including bio-terrorism, Internet piracy, consumer behavior post 9/11, identity theft, hype versus buzz, purchase momentum, new religions (Raelians), advergaming, flow states, food cultures, blogging, Web avatars, silent commerce, brandfests, tribal marketing, even Botox parties.

■ GOING GLOBAL

The American experience is important, but it's far from the whole story. This book also considers the many other consumers around the world whose diverse experiences with buying, having, and being are equally vital to understand. That's why you'll find numerous examples of marketing and consumer practices relating to consumers and companies outside the United States throughout the book. You'll find a list of those examples on the end pages of this book. If we didn't know it before the tragic events of September 11, 2001, we certainly know it now: Americans also are global citizens, and it's vital that we all appreciate the perspectives of others—and how others around the world regard us. That's why I'm excited about a feature called The Global Looking Glass that's new to this edition. When you come across these boxes you'll see some fascinating examples of how consumers in other countries view Americans and their products. Some of these views are positive, some aren't. But all of them provide a valuable perspective on the United States and the huge influences—both good and bad—our country exerts on businesses and people around the world.

THE GLOBAL LOOKING GLASS

The author Thomas Friedman defines healthy globalization as "... the ability of a culture, when it encounters other strong cultures, to absorb influences that naturally fit into and can enrich the culture, to resist those things that are truly alien, and to compartmentalize those things that, while different, can nevertheless be enjoyed and celebrated as different." Globalization, then, seems to be the art of attaining a fine balance of assimilating foreign influences into a society that add to its diversity without overwhelming it.

Robinson Department Stores in Bangkok, Thailand have "globalized" their store's fashion departments by offering "Life Code"—a computer analysis that helps consumers determine what type of clothing fashion is best for them. The Life Code system aims to build loyalty between Robinsons and its target audience of 25 to 45 year olds, by asking a set of survey-like questions that combine personality and individual preferences with dressing style. The in-store use of the computer analysis appeals to the Thai store consumer's sense of modernity. Buddhist beliefs are also taken into account, as the Life Code will interpret fashion preferences from four basic elements: earth, water, air, and

fire. A person with an earth element is prefer clothes with basic and solid, while those born with the water element prefer bright and lively colors, a youthful look.

Source: Quoted in Thomas L. Friedman, *The Lexus and the Olive Tree* (New York: Farrar, Straus and Giroux, 1999) p. 230; Pamela Isaacson and Charan Kishore, "Classifying the Life Code," *Strategic Post*, December 31, 2002, p. 6; Amanda Joy and Melissa Waldenford, "The Development of Consumer Culture in the Third World," *Consumption and Mass Marketing*, eds. R. W. Ditt, H. Dholakia and A. Venkatesh (Cincinnati: Southwestern College Publishing, 1996), 104-142.

NEW!

■ DIGITAL CONSUMER BEHAVIOR: A VIRTUAL COMMUNITY

As more of us go online everyday, there's no doubt the world is changing—and consumer behavior is evolving faster than you can say "World Wide Web." This sixth edition highlights and celebrates the brave new world of digital consumer behavior. Consumers and producers are brought together electronically in ways we have never before experienced. Rapid transmission of information is altering the speed at which new trends develop and the direction in which they travel—especially since the virtual world lets consumers participate in the creation and dissemination of new products.

One of the most exciting aspects of the new digital world is that consumers can interact directly with other people who live around the block or around the world. As a result, the meaning of community is being radically redefined. It's no longer enough to acknowledge that consumers like to talk to each other about products. Now we share opinions and get the buzz about new movies, CDs, cars, clothes—you name it—in electronic communities that may include a housewife in Alabama, a disabled senior citizen in Alaska, or a teen loaded with body piercings in Amsterdam.

We have just begun to explore the ramifications for consumer behavior when a Web surfer can project her own picture onto a Web site to get a virtual makeover, or a corporate purchasing agent can solicit bids for a new piece of equipment from vendors around the world in minutes. These new ways of interacting in the marketplace create bountiful opportunities for businesspeople and consumers alike. You

will find illustrations of the changing digital world sprinkled liberally throughout this edition. In addition, each chapter features boxes called Net Profit that point to specific examples of the Net's potential to improve the way business is conducted.

But, is the digital world always a rosy place? Unfortunately just as in the "real world," the answer is no. The potential to exploit consumers, whether by invading their privacy, preying on the curiosity of children, or just providing false product information, is always there. That's why you'll also find boxes called The Tangled Web that point out some of the abuses of this fascinating new medium. Still, I can't imagine a world without the Web, and I hope you'll enjoy the ways it's changing our field. When it comes to the new virtual world of consumer behavior, you're either on the train or under it.

■ CONSUMER RESEARCH IS A BIG TENT: THE IMPORTANCE OF A BALANCED PERSPECTIVE

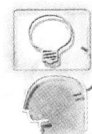
Like most of the readers of this book, the field of consumer behavior is young, dynamic, and in flux. It is constantly being cross-fertilized by perspectives from many different disciplines—the field is a big tent that invites many diverse views to enter. I have tried to express the field's staggering diversity in these pages. Consumer researchers represent virtually every social science discipline, plus a few from the physical sciences and the arts for good measure. From this melting pot has come a healthy "stew" of research perspectives, viewpoints regarding appropriate research methods, and even deeply held beliefs about what are and what are not appropriate issues for consumer researchers to study in the first place.

The book also emphasizes the importance of understanding consumers in formulating marketing strategy. Many (if not most) of the fundamental concepts in marketing are based on a manager's ability to know people. After all, if we don't understand why people behave as they do, how can we identify their needs? If we can't identify their needs, how can we satisfy their needs? If we can't satisfy people's needs, we don't have a marketing concept, so we might as well fold our tents and go home! To illustrate the potential of consumer research to inform marketing strategy, the text contains numerous examples of specific applications of consumer behavior concepts by marketing practitioners as well as examples of windows of opportunity in which such concepts could be used (perhaps by alert strategists after taking this course!). The Marketing Opportunity boxes you'll find in each chapter highlight the fascinating ways that marketing practitioners are (or should be) translating wisdom gleaned from consumer research into actual business activities.

■ THE GOOD, THE BAD, AND THE UGLY

A strategic focus is great, but this book does not assume that everything marketers do is in the best interests of consumers or of their environment. Likewise, as consumers we do many things that are not so positive either. People are plagued by addictions, status envy, ethnocentrism, racism, sexism, and many other isms. Regrettably, there are times when marketing activities—deliberately or not—encourage or exploit these human flaws. This book deals with the totality of consumer behavior: warts and all. Marketing mistakes or ethically suspect activities are also highlighted in special features labeled Marketing Pitfalls.

On the other hand, marketers have helped to create many wonderful (or at least unusual) things, such as holidays, comic books, techno music, Pokémon, and the many stylistic options available to us in the domains of clothing, home design, the arts, and cuisine. I have also taken pains to acknowledge the sizable impact of marketing on popular culture. Indeed, the final section of this book reflects very recent work in the field that scrutinizes, criticizes, and sometimes



Marketing Opportunity

Purple ketchup? Wildly colored products are hot, as marketers search for new ways to stand out on the shelves. First, Heinz gave us Blastin' Green ketchup in a squeeze bottle and then hit us with Funky Purple. Heinz's share of the ketchup market jumped from 50 percent to 56 percent in the 12 months after it launched its green version. ConAgra Foods caught on to the idea that kids (of all ages?) want mealtime to be fun time. Now, we can buy squeeze bottles of Parkay margarine in hot pink and bright blue, both perfect for painting pictures on corn on the cob. And for dessert, how about a pile of Nabisco's Milk Changer Blue and Orange Oreos? These colorful versions of tried-and-true products still taste the same (at least with your eyes closed). For those who are a bit more daring, Africa try blue and t



Marketing Pitfall

Not all sales interactions are positive, but some *really* stand out. Here are a few incidents that make the rest of them easier to swallow:

- A woman sued a car dealer in Iowa, claiming that a salesperson persuaded her to climb into the trunk of a Chrysler Concorde to check out its spaciousness. He then slammed the trunk shut and bounced the car several times, apparently to the delight of his co-workers. This bizarre act apparently came about because the manager offered a prize of \$100 to the salesperson who could get a customer to climb in.
- A Detroit couple filed a \$100 million lawsuit against McDonald's, alleging three McDonald's employees beat them after they tried to return a watery milkshake.
- In Alabama a McDonald's employee was arrested on second degree assault charges after stabbing a customer in the forehead with a ballpoint pen. The victim's attorney observed, "There was a great deal of profanity coming out of the employee prior to the stabbing."

celebrates consumers in their everyday worlds. I hope you will enjoy reading about such wonderful things as much as I enjoyed writing about them. Welcome to the fascinating world of consumer behavior!

■ CRITICAL THINKING IN CONSUMER BEHAVIOR: CASES AND ASSIGNMENTS

Learning by doing is an integral part of the classroom experience. This unique casebook (authored by Judy Graham) applies consumer behavior theory to practice via 21 innovative cases and activities. Simple and complex case exercises give students the chance to critically analyze the fundamental principles of consumer behavior while providing models for the application of consumer behavior in the real world. Contact your Prentice Hall sales representative for details.

■ SUPPLEMENTS

- Instructor's Resource CD-ROM—Includes all of the print supplements, PowerPoint slides, images from the text, and test generating software.
- Instructor's Manual.
- Test Item File.
- PH TestGen EQ test generating software.
- PowerPoint presentation software.
- **NEW** Videos—This unprecedented video package, filmed by consumer researchers, faculty, and students—originally screened at the Association for Consumer Research conference—presents in-depth studies of consumer behavior in specific cultural contexts. Through interviews with consumers, faculty, and the general public, the videos explore patterns of buyer motivation and the roles that certain products play in people's lives.
- www.prenhall.com/solomon—Access free study aids and password-protected teaching resources.

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