

Principles of Marketing

Fourth Edition



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PRINCIPLES OF MARKETING

fourth edition _____

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PRINCIPLES OF MARKETING

PREFACE

The fourth edition of *Principles of Marketing* represents an extensive revision of the earlier editions. The intention of the text remains the same: to introduce students to the various marketing fundamentals and to provide the theoretical knowledge necessary for entry into the field.

The five-part format is carried over from the third edition and includes a new chapter, Direct Marketing, added to Part Four, The Marketing Mix: Getting the Product to the Market. Direct marketing and telemarketing have become the mainstays for many marketing companies in the sale of their products and services. This new chapter carefully examines this approach and explores the role it plays for both large and small companies in the distribution of their goods.

In addition to the vignettes about specific organizations or concepts that introduce each chapter, a new feature, a Marketing Profile, is found throughout the text. Stories about companies and products such as Mattel's Barbie doll, RJR Nabisco's Premier smokeless cigarette, Bristol-Myers, *Lear's* magazine, Nordstrom's department stores, and The Goodyear Tire & Rubber Company underscore specific marketing concepts and their relationships to marketing principles. Each profile is accompanied by artwork that has been supplied by the companies being examined.

Since the world of marketing is constantly changing, with many products failing and new ones being introduced in their places, a wealth of information on these successes and failures is explored. The return of the raisin to consumer popularity, Barbie doll's continued domination in the doll market, the Merkur's failure versus the Acura's success, and Pizza Hut's use of the computer to speed up home delivery are featured along with others. This edition also includes a significant amount of new illustrative materials as well as charts and graphs that have been brought up to date.

All the features of the third edition, including learning objectives at the

beginning of each chapter, important points at each chapter's conclusion, review questions, and case problems are retained in this edition.

A study guide that serves as an aid for review purposes features a host of questions, case problems, and projects. An instructor's manual provides all the answers to the questions and case problems in both the text and study guide and sample examination questions for each chapter.

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PRINCIPLES OF MARKETING

CONTENTS

PREFACE xix

Part 1 Introduction to Marketing

1 THE NATURE OF MARKETING 1

Introduction 3

The Market 3

Marketing 4

Historical Aspects/The Utilities of Marketing/The Functions of Marketing/The Importance of Marketing/The Development of Marketing Management/The Computer and Marketing/Careers in Marketing

Important Points 25

Review Questions 26

Case Problems 27

2 MARKETING RESEARCH 29

Introduction 31

Classification of Marketing Research Activities 32

Marketing Research Examples 34

Research on Products and Services/Research on Markets/Research on Sales Methods and Policies/Research on Advertising

The Scientific Method	37
The Research Procedure	37
<i>Identification of the Problem/Definition of the Problem/Making the Study/Methods Used to Gather Data/Collection of Data/Processing and Analysis of Data/Preparation of the Research Report</i>	
Cost of Marketing Research	52
The Future of Marketing Research	53
Important Points	53
Review Questions	54
Case Problems	55

Part 2 The Target Market

3 CONSUMER MOTIVATIONS, HABITS, AND THE BEHAVIORAL SCIENCES 57

Introduction	58
The Behavioral Sciences	59
Consumer Motivations	59
<i>Buying Motives</i>	
Consumer Habits	66
<i>When—The Time Habit/Where—The Location Habit/How—The Quantity Habit/Current Trends in Buying Habits</i>	
Market Utilization of Consumer Motivations and Habits	70
<i>The Product/The Price/Promotion/Time and Place</i>	
Important Points	72
Review Questions	72
Case Problem	73

4 THE CONSUMER: MARKET SEGMENTATION AND PSYCHOGRAPHICS 74

Introduction	75
The Target Market	76
Market Segmentation	76
<i>Demographics</i>	

Factors Affecting Consumer Spending 94

Engels's Laws

Psychographics 96

Introduction/Typical Research

Important Points 100

Review Questions 101

Case Problem 102

5 THE INDUSTRIAL MARKET 103

Introduction 104

Extent of the Industrial Market 105

Characteristics of the Industrial Market 106

*Derived Demand/Inelastic Demand/Fluctuating
Demand/Expert Buyers/Few Buyers/Geographic
Concentration/Quality and Standardization/Reliability of
Supply*

Industrial Buying Habits 111

*Direct Buying/Large Orders/Infrequent Purchases/Multiple
Influence on Purchases/Extended Negotiations/Reciprocity/
Catalogs/Multiple Sources of Supply/Computerized Buying*

Leasing 115

*Leasing advantages—Lessor/Leasing Advantages—Lessee/
Leasing Problems*

Promoting Industrial Goods 117

Trade Shows

Important Points 117

Review Questions 118

Case Problems 119

6 CLASSIFICATION OF GOODS: CONSUMER AND INDUSTRIAL 121

Introduction 122

Consumer Goods and Industrial Goods 123

Consumer Goods 124

*Convenience Goods/Shopping Goods/Specialty Goods/Impulse
Goods/Emergency Goods/Difficulty in Classification*

Industrial Goods	131
Classification of Industrial Goods	132
<i>Raw Materials/Fabricating Materials and Parts/Installations/ Accessory Equipment/Supplies/Services</i>	
Important Points	142
Review Questions	143
Case Problems	144

Part 3 The Marketing Mix: Development of the Product

7 THE PRODUCT 147

Introduction	150
Definition—The Total Product	150
Reasons for Adding Products	151
<i>Market Demand/Company Growth/Maximum Use of Resource/Goodwill/Distribution Channels/Replacement of Old Products</i>	
The Development of New Products	159
<i>Duties of the New Product Department</i>	
Fashion Products	165
<i>Fashion and Today's Consumer/The Fashion Cycle</i>	
The Basis for the Managerial Decision	168
<i>Demand/Fit/Legal Problems/Financial Problems</i>	
Dealing with Counterfeits	169
Product Characteristics	170
<i>Quality/Design and Color/Size/Materials/Performance</i>	
Product Failure	173
Make or Buy	173
Product Discontinuance	174
Service as a Product	175
Important Points	175
Review Questions	176
Case Problems	177

8 PRODUCTS AND SERVICES: FAILURES OUTNUMBER SUCCESSES 179

Introduction 181

The Rate of Product Failure 182

Reasons for Product Failure 182

*Poor Market Testing/Product Performance/No Point of
Difference/Insignificant Product Differences/Bad Timing/Poor
Product Positioning/Wrong Market for Company/Costs/
Inadequate Sales Effort/Inadequate Planning and Testing*

Ford Motor Company's Merkur—Study of a Failure 189

*The Product/The Target Market/The Marketing Approach/
The Failure of the Merkur XR4Ti*

Ford Motor Company's Mustang—Study of a Success 192

*Determining a Market/The State of the Market/Creation of the
Style/Pricing/Continuous Market Analysis/Promotion of the
Mustang/Introduction Day*

Salvaging the Product Failure 213

Important Points 214

Review Questions 215

Case Problems 216

9 PACKAGING AND BRANDING 218

Introduction to Packaging 220

Packaging Considerations 220

*The Retail Store/Transportation/Warehousing/The
Consumer/Safety/Convenience*

Packaging and Sales 224

Reusable Packages/Multiple Packs

Packaging Costs 225

Ethics in Packaging 226

Legal Aspects of Packaging 227

Ecology 228

Packaging and the Universal Product Code 228

Trends in Packaging 228

*Retort Pouches/Asseptic Containers/New Shrink
Wrap/Modified Atmosphere Packaging/Bag and Box
Combinations*

Introduction to Brands 230

Manufacturers' Brands 231

Customers and Branding 232

Private Brands 232

*Advantages of Private Brands/Disadvantages of Private
Brands/Manufacturers' Attitudes Toward Private Brands/Battle
of the Brands/Family Brands/Individual Brands*

Selecting a Brand Name 236

Important Points 237

Review Questions 238

Case Problems 239

10 PRICING 241

Introduction 242

Pricing Objectives 243

*To Achieve a Specific Return on Investment or Net Sales/To
Stabilize the Market—Price Leaders*

Pricing Considerations 244

*Consistency/The Long-Run View/Pricing by Individual Items
or by Total Profit/One Price Versus Variable Price/Prices and
the Standard of Living/Elasticity of Demand*

Pricing Procedures 247

The Traditional Price/Competitive Reaction

Pricing Strategy 248

*Skim the Cream/Penetration Pricing/Image
Pricing/Promotional Pricing/Odd Pricing*

The Company's Marketing Policies 253

*Relation to Other Products in the Line/Guarantees to the
Purchaser/Services Offered by the Company/Channels
of Distribution*

Setting the Price 254

*Markup on Selling Price—Retailers and Wholesalers/Markup
on Cost—The Producer*

Analysis of the Break-even Chart 257

Geographic Pricing

Price Discounts 259

Cash Discounts/Quantity Discounts/Trade Discounts/Seasonal Discounts/Promotional Allowance

Government Regulations on Pricing 261

The Robinson-Patman Act

Important Points 262

Review Questions 263

Case Problems 264

Part IV The Marketing Mix: Getting the Product to Market

11 CHANNELS OF DISTRIBUTION 267

Introduction 269

Economic Importance of Marketing Channels 269

Cost Reductions/Financing/Cooperation in Setting Prices/Communications Link/Promotional Assistance/Reduction of the Number of Transactions

Consumer Channels 272

Producer to Consumer/Producer to Producer-Owned Retailer to Consumer/Producer to Franchised Retailer to Consumer/Producer to Licensed Retailer to Consumer/Producer to Independent Retailer to Consumer/Producer to Wholesaler to Retailer to Consumer/Producer to Agent-Middleman to Retailer to Consumer

Industrial Channels 275

Producer to Industrial User/Producer to Industrial Distributor to Industrial User/Producer to Agent to Industrial User/Producer to Agent to Industrial Distributor to Industrial User

Multiple Channels 276

How to Select a Channel 277

Study of Available Channels/Characteristics of the Product/Estimate of Probable Demands/Financial Resources/Approximation of Costs, Sales, and Profits/Size of the Line and Amount of a Typical Order

Intensity of Distribution 279

Intensive Distribution/Selective Distribution/Exclusive Distribution

Merchandise and Typical Channels 281

Convenience Goods and Staples/Impulse Goods/Emergency Goods/Shopping Goods/Industrial Equipment/Agricultural Products/Raw Materials/Maintenance Supplies

Managing the Channel 283

Gravity/Pull/Push/Channel Cooperation/The Channel Captain/Frequent Channel Evaluation

Channel Conflicts 285

Important Points 286

Review Questions 287

Case Problems 288

12 WHOLESALING 290

Introduction 292

Definition of Wholesaling 292

Difference Between Wholesaling and Retailing 293

History of Wholesaling 293

Classification of Wholesaling in the United States 294

Merchant-Wholesalers/Manufacturers' Sales Branches and Offices/Other Operating Types

Future of Wholesaling 304

Geographic Distribution of Wholesaling 305

Important Points 305

Review Questions 306

Case Problems 306

13 RETAILING 309

Introduction 311

History of Retailing 311

Off-Price Versus Traditional Retailing 314

Major Classifications of Retailers 316

The Small Retailer/The Large Retailer

Current Trends 326

Franchising/Automation/Electronic Video Kiosks/Computerized Inventory Control/Multilevel Enclosed Shopping Centers/Shift in Hours/Research/Flea Markets/Multimerchandise Marts/Noncompeting Cooperative Advertising/Warehouse Outlets/Catalog Stores/Private Labeling

Future Retailing Concepts 336

Automatic Fund Transfer Machines/Shopping by Computer/Joint Training Centers/Main Street Mall Conversion/Employee Sharing

Important Points 337**Review Questions 338****Case Problems 339****14 TRANSPORTATION AND STORAGE 341****Introduction 343****Total Cost Approach 343****Methods of Transportation 345**

Railroads/Trucks/Pipelines/Waterways/Air Carriers/Containerization/Parcel Post/United Parcel Service

Transportation Rates 351

Type of Goods/Travel Distance

Freight Forwarders 351

Overnight Delivery

Future Trends in Transportation 352**Transportation and the Computer 352****Storage 353**

Methods of Storing Goods/Warehouse Receipts

Warehousing and Transportation 354**Reducing Transportation Costs 355**

Proper Location of the Manufacturing Plant and Warehouses/Proper Use of Inexpensive Transport/Proper Packaging/Proper Authority for the Traffic Manager

Important Points 357

Review Questions 358

Case Problems 359

15 SALES PROMOTION 362

Introduction 364

Budgeting 365

Percentage-of-Sales Method/Units-of-Sales Method/Task Method

Advertising 369

The Cost of Advertising/The Major Marketing Advertisers/Advertising Agencies/Advertising Media/Advertising Effectiveness/Testimonial Advertising/Types of Advertising

Special Promotions 390

Fashion Shows/Demonstrations/The Annual Event/Holiday Celebrations/Sampling/Premiums/Trading Stamps

Visual Merchandising 397

Publicity 398

Point-of-Purchase Media 400

Important Points 401

Review Questions 401

Case Problems 402

16 DIRECT MARKETING 404

Introduction 405

Databases 407

Customer Databases/Enhanced Databases

Mailing Lists 408

Internal Lists/External Lists/List Testing

Catalogs 410

Direct Mail 411

Zip Codes

Magazines 413

Home Shopping TV 414

Newspapers 414