



CONSUMER BEHAVIOR

THIRD EDITION

KENNETH E. RUNYON
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CONSUMER BEHAVIOR AND THE PRACTICE OF MARKETING

Third Edition

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Preface

The field of consumer behavior has matured considerably since 1980, when the second edition of *Consumer Behavior and the Practice of Marketing* was published. The third edition captures these changes and yet draws on the strengths of the first two editions: a managerial focus and integration of the real world of marketing and the theoretical world of the social and behavior sciences. Each chapter begins with several marketing examples to stimulate interest and to relate the content of the chapter to the field of marketing. Additional examples and illustrations of managerial significance are generously sprinkled throughout the text. Chapters that explore the relationship between consumer behavior and marketing management have been retained: the chapters in Part Six on mediating influences, retail influences, and marketing communications, and Chapter 23 on market definition and segmentation. All chapters end with review questions and a short case or problem.

The changes in this edition are significant, as might be expected after a period of seven years. Illustrations and examples have been updated, although several classic illustrations have been retained. Each chapter reflects recent research on consumer behavior and new theoretical developments in the field. Such changes in content necessitated some organizational changes as well:

- Part One has been shortened by combining two chapters that appeared in the second edition and by moving two chapters to Part Seven. The chapter on methods for studying consumer behavior now appears in Part One to introduce projects that may be used throughout the course.
- Several chapters have been added: the economics of consumption (Chapter 4), situational influences on consumer behavior (Chapter 5), consumer behavior in

organizations (Chapter 9), consumer decision making (Chapter 16), and consumerism and government regulation (Chapter 21). Relatively few consumer behavior texts have incorporated the contributions of recent work in economics and decision-making processes.

- New material has been added to the chapter on social class (Chapter 3), which now covers a wide range of demographic factors that influence consumer behavior and offers a more up-to-date view of social class in the United States.
- The discussion of the family group (Chapter 8) has been modified to reflect the changing characteristics of American families and several recent descriptions of the family life cycle.
- The discussion on motivation in Chapter 10 has been expanded to include emotion. Emotion is currently of considerable interest to consumer researchers.
- What was a chapter on consumer decision processes in the second edition has been broken into two chapters. Chapter 13, an overview of the consumer decision-making process from an information processing perspective, treats such topics as problem recognition, information search, and postpurchase evaluation. Chapter 16 deals specifically with the act of deciding. It considers such issues as decision rules, heuristics, and problem framing.
- The chapters on perception (Chapter 14) and attitudes (Chapter 15) reflect recent work on cognitive schema and scripts, categorization, consumer involvement, cognitive response theory, and the theory of reasoned action.
- The two chapters on communications in the second edition have become three in the third edition. Marketing communications (Chapter 18) is now treated separately from innovation and diffusion processes (Chapter 20). Personal selling is now covered in Chapter 18, and the discussion of innovation and diffusion has been expanded. In addition, the chapter on evaluating marketing communications (Chapter 19) has been brought forward from its placement in the second edition and integrated into a more general treatment of the communications process.
- An overview of theory development and discussion of several comprehensive models of consumer behavior (Chapter 22), and the discussion of applications of consumer behavior principles to market definition and segmentation (Chapter 23) now appear in Part Seven rather than in Part One. These chapters have a more integrative focus and are better placed in the concluding section.

Numerous individuals contributed to the effort to revise the text. Tim Devinney, Russ Winer, and Tony Zahorik, all of the Owen Graduate School of Management at Vanderbilt University, read one or more chapters of the text and offered valuable comments. Professors Nora Ganim Barnes, Southeastern Massachusetts University; Lynn Langmeyer, Northern Kentucky University; and Michael Reilly, Montana State University, read the revision of the text and offered helpful comments and suggestions. Sarah Sims of the Owen School at Vanderbilt typed the entire manuscript several times. She also contributed her skills as an English teacher and copy editor to the effort, and offered encouragement and good cheer. Connie Pechmann and Srinivasan Ratneshwar, both doctoral students at the Owen School, assisted with various portions of the literature reviews required for the revision and provided a constant source of stimulation and new ideas. Sylvia Graham and Vicki Watkins, reference librarians in the Walker Management Library at Vanderbilt Uni-

PREFACE

versity, also assisted with the revision by managing to locate even the most obscure pieces of information required to update illustrations and examples in the text. To all of these individuals we extend our gratitude and appreciation.

Kenneth W. Runyon
David W. Stewart

CONSUMER BEHAVIOR
AND THE PRACTICE OF MARKETING

PART
ONE



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