

# CONSUMER BEHAVIOR



JAMES F. ENGEL

ROGER D. BLACKWELL

PAUL W. MINIARD

SEVENTH EDITION

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**Seventh Edition**

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**The Dryden Press**

**Harcourt Brace Jovanovich College Publishers**

Fort Worth Philadelphia San Diego New York Orlando Austin San Antonio  
Toronto Montreal London Sydney Tokyo

**Editor in Chief** Robert A. Pawlik  
**Acquisitions Editor** Lyn Hastert  
**Developmental Editor** R. Paul Stewart  
**Project Editor** Cheryl Hauser  
**Production Manager** Diane Southworth  
**Book Designers** Sue Hart and Paula Goldstein  
**Photo/Permissions Editors** Annette Coolidge, Sheila Shutter, and  
Cindy Robinson

Cover photo: Crowd #2, Diana Ong/Superstock.

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*Address for Editorial Correspondence*

The Dryden Press, 301 Commerce Street, Suite 3700, Fort Worth, TX 76102

*Address for Orders*

The Dryden Press, 6277 Sea Harbor Drive, Orlando, FL 32887  
1-800-782-4479, or 1-800-433-0001 (in Florida)

ISBN: 0-03-076751-2

Library of Congress Catalog Number: 92-73429

Printed in the United States of America

3 4 5 6 7 8 9 0 1 2 039 9 8 7 6 5 4 3 2 1

The Dryden Press  
Harcourt Brace Jovanovich

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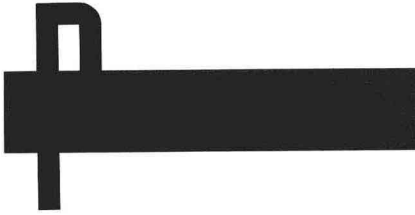
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# DEDICATION

## The 25th Anniversary Edition

To David T. (Dave) Kollat, our partner in developing this book and coauthor of the first three editions. Without your vision and incisive analytical mind, *Consumer Behavior* never would have been a reality. Furthermore, you validated our efforts through the innovative contributions made during your distinguished career at The Limited Stores, Inc. Your influence is still visible in these pages.



## The 25th Anniversary Edition

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In 1965 three of us (Jim Engel, Dave Kollat, and Roger Blackwell) committed together to write what turned out to be the very first textbook in the newly emerging field of consumer research. Our concern at the time was figuring out just what to say. It did not dawn on us that we were helping to launch a field that would grow to such maturity. At that point, none of us could think much past the next couple of years; 1993 was somewhere in the distant future.

Serious efforts to integrate behavioral sciences into marketing were in their infancy. George Katona at University of Michigan and John Howard then at Pittsburgh had pioneered in these uncharted waters only a few years before. In fact, it was about 1960 when a few other hardy pioneers broke into the literature. Included among these were Jim Engel then at Michigan; Steuart Henderson Britt and Sid Levy at Northwestern; Don Cox, Ray Bauer, and Joe Newman at Harvard; and Franco Nicosia at California/Berkeley.

Jim Engel left Michigan in 1963 to join the marketing faculty at Ohio State where he was shortly joined by Dave Kollat from Indiana and Roger Blackwell from Northwestern. Each of us had background in various areas of behavioral sciences with little overlap among us. Maybe it was this eclectic combination of backgrounds (or perhaps the raw enthusiasm of youth) that gave us courage to offer one of the first seminars on consumer behavior in the United States in 1966.

The literature used in that seminar consisted of a smattering of marketing-relevant books and articles plus a heavy dose of writings from social psychology and sociology. We were forced to do most of the integration into marketing ourselves because of the paucity of appropriate materials.

This began a series of seminars that allowed for rich collaboration between faculty and graduate students, many of whom went on to become genuine leaders in the field. We especially remember the impact of Larry Light, formerly Ted Bates, International; Brian Sternthal and Alice Tybout, Northwestern University; Orville Walker, University of Minnesota; C. Samuel Craig, New York University; Philip Kuehl, formerly University of Maryland; Beverlee Anderson, University of Wisconsin, Parkside; B. Venkatesh, The Burke Institute; Reza Moinpour, University of Washington; Jim Hensel, University of South Florida; Homer Spence, formerly University of Washington; and Robert Keggereis, formerly Wright State



University; and John Schlachter, Arizona State University. Others will be acknowledged later.

Somehow we gained courage to pool our efforts into what became the first edition of this book. It appeared in 1968 and was published by Holt, Rinehart and Winston. Subsequent editions reflecting changes in this newly emerging field were published by The Dryden Press and appeared in 1973, 1978, 1982, 1986, and 1990. One member of the original coauthor team, David Kollat, dropped out in 1982 because of pressures he faced as a business executive, first at Management Horizons and later at The Limited. Paul W. Miniard joined in 1986 and has become a valued partner.

Now that 25 years have passed, a bookshelf that held our textbook and one or two specialized books on consumer behavior now has become completely filled with consumer behavior textbooks alone. We are excited to see how the field of consumer behavior has grown into a standard subject in business schools and related disciplines.

The conceptual and methodological sophistication of consumer behavior research has burgeoned, making book revision a demanding task indeed. Fields of specialization such as information processing, multiattribute models, consumer satisfaction/dissatisfaction (CS/D), and involvement theory now generate as much or more relevant research than the entire body of marketing-related literature we reviewed for the first edition.

Our basic purposes remain unchanged from the first edition.

1. To explore and evaluate a rapidly growing body of published and unpublished research.
2. To advance generalizations and propositions from the evidence.
3. To assess the practical significance of what has been learned.
4. To pinpoint areas where research has been lacking.

We shortly added a fifth, however, which is of great importance:

5. To make the field of consumer behavior exciting, interesting, and relevant to both students and faculty.

Nothing can be more dull than wading through mountains of abstractions and theories. More than ever before, we have infused this edition with examples that illustrate the use of consumer behavior research and theory in marketing strategy. We hope you will find our Consumer in Focus sections especially interesting as we attempt to provide a vivid picture of how consumer research is applied and used.

Because of our backgrounds and interests, the primary perspective of this textbook continues to be marketing. However, we branch out in many other directions as well, reflecting the diversity of application of consumer behavior research. Therefore, those with differing perspectives will find much of value in this edition.

From the outset we have made use of a model of consumer behavior as a basic method of exposition. Although there have been changes since 1968, we still are convinced that the model is helpful in structuring knowledge in the field and guiding applications in both research and strategy. We maintain our conviction that one

model is sufficient to explain all types of decision-process behavior, ranging from high involvement to low involvement.

## NEW TO THIS EDITION

How, then, is this edition different? As usual, we have a thoroughly updated book from beginning to end. We have rethought the model, flow of topics, exposition, and subjects to include and exclude. Here are the major things you will notice:

1. As mentioned above, more than ever before our entire outlook has been shaped by one dominant question: "How helpful is a given concept, theory, or technique in the world beyond the classroom?" As our knowledge and experience have grown over these decades, so has our grasp of applications. Therefore, you will find many examples from the business world, from not-for-profit organizations, and from many countries beyond North America integrated throughout the textbook.
2. We keep our long-standing decision-process perspective and have honored the suggestion of many adopters that we return to our time-honored practice of presenting the EKB (Engel, Kollat, and Blackwell) model upfront as the organizing paradigm for the textbook.
3. We have made every effort to reflect the growing belief within the field that sole reliance on a decision-process perspective can be unduly limiting. What about the needs and gratifications in the consumption process itself? This is referred to as the *hedonic* perspective. We are convinced that this perspective provides some much needed richness and intend to strengthen and expand our use of it in future editions as more relevant research becomes available.
4. We continue our return to the structuring of topics that begins with environmental influences and progressively narrows to individual differences, psychological processes, and decision processes. Those who prefer a differing order, however, will have no difficulty beginning with other sections and topics.
5. As in previous editions, we focus heavily on the future in terms of economic, demographic, and sociocultural trends and have placed even greater emphasis in this edition on the uses of futurism in strategic planning.
6. In recognition of the increasing globalization of consumer markets, we have expanded our coverage of the international dimensions of consumer behavior and marketing. This edition particularly reflects the extensive recent experience, first of all, of Jim Engel in Russia as well as his involvement in more than 50 developing countries since 1972. Also, Roger Blackwell has traveled worldwide as a consultant and speaker and brings his rich perspective to bear throughout the textbook.
7. We reflect our growing concern about the ethics of consumer influence at many points throughout the textbook. Chapter 24 is totally revised and presents an all-new perspective on ethical thinking in this crucial and sensitive area of contemporary life. We genuinely hope that this chapter will not be omitted in the usual end-of-term rush. Nothing is more important today than a proper grounding in what is "right" from the consumer's perspective.



## SUPPLEMENTS

The supplementary material for this edition has been greatly expanded to help meet the needs of instructors. The *Instructor's Manual/Test Bank/Transparency Masters* include teaching suggestions, detailed lecture outlines, answers to discussion questions, approximately 2,000 test questions, and more than 80 transparency masters of new figures and in-class exercises as well as key figures and tables from the text. The *Test Bank*, originally written by Edward Laurie of San Jose State University, has been revised by Paul Miniard and Michael Barone. The *Transparency Masters* were prepared by JoAnn Linrud of Mankato State University. Chapter outlines were prepared by Deepak Sirdeshmukh. A *Computerized Test Bank* for use with IBM PC microcomputers is also available.

In addition, a companion casebook, *Contemporary Cases in Consumer Behavior*, Fourth Edition, by Roger Blackwell, Tina Blackwell, and Wayne Talarzyk, can be used to highlight the practical relevance of the concepts covered in the text.

## ACKNOWLEDGMENTS

In this 25th year it seems especially appropriate to acknowledge once again everyone who has contributed written evaluations and suggestions. As we have written the various editions, these contributions have been of great importance to us. All have been taken seriously. This book has been improved by your help, and we thank you once again for your role in our professional lives. In addition to our graduate students mentioned earlier, special thanks go to

John Antil, University of Delaware  
April Atwood, University of Washington  
Kenneth Baker, University of New Mexico  
John Bennett, University of Northern Colorado  
Gordon Bruner, Southern Illinois University, Carbondale  
Steven Burgess, The University of Witwatersrand  
Robert Burnkrant, Ohio State University  
Peter Chadraha, University of West Oshkosh  
Robert Coleman, Kansas State University  
Sayeste Daser, Wake Forest University  
Rohit Deshpande, University of Texas, Austin  
Peter Dickson, Ohio State University  
Peter DiPaulo, University of Missouri, St. Louis  
Michael Dorsch, Valdosta State College  
Hershey Friedman, Brooklyn College  
David Gardner, University of Illinois, Urbana/Champaign  
Peggy Gilbert, Southwest Missouri State University  
James Ginter, Ohio State University  
John Grabner, Ohio State University  
Donald Granbois, Indiana University  
Paul Green, University of Pennsylvania

Nessim Hanna, Northern Illinois University  
Betty Harris, University of Southwestern Louisiana  
Salah S. Hassan, George Washington University  
Douglass Hawes, University of Wyoming  
Gail Hudson, Arkansas State University  
Wesley Johnston, Georgia State University  
Benoy Joseph, Cleveland State University  
Harold Kassarian, University of California, Los Angeles  
Inder Khera, Wright State University  
Tina Kiesler, University of Southern California  
Philip Kotler, Northwestern University  
Jim Leigh, Texas A&M University  
Larry Lepisto, Central Michigan University  
Roger Leyton, University of New South Wales  
JoAnn Linrud, Mankato State University  
Ken Lord, SUNY, Buffalo  
Deanna Mader, University of Louisville  
James McNeal, Texas A&M University  
Dan McQuiston, Butler University  
Lee Meadow, Bentley College  
Allan R. Miller, Towson State University  
Don Norris, Miami University  
Terry O'Brien, Northern Illinois University  
J. Paul Peter, University of Wisconsin, Madison  
Richard Pollay, University of British Columbia  
Robert Pratt, Avon Products  
John Schouten, University of Portland  
Dan Sherrell, Louisiana State University  
Deepak Sirdeshmukh, Ohio State University  
Doug Stayman, Cornell University  
W. Wayne Talarzyk, Ohio State University  
Robert Tamilia, University of Quebec  
B. Venkatesh, Burke Marketing Research  
Angelina Villarreal, Miller Brewing Company  
Tillie Voegtli, University of Missouri, St. Louis  
Hugh Wales, University of Illinois (emeritus)  
Malcolm White, California State University, Sacramento  
Tommy E. Whittler, University of Kentucky, Lexington  
Ron Willett, Indiana University  
Robert Woodruff, University of Tennessee

We also wish to encourage readers of this textbook to share with us any ideas or materials they might have for improvement. Those contributing ideas or materials used in the next edition will of course be acknowledged.

We continue to express our appreciation to the staff of Management Horizons, a division of Price Waterhouse, for the help provided from the very beginning. We

have benefitted from use of its excellent library facilities and research resources. A former colleague on the marketing faculty at Ohio State, William R. Davidson, deserves special thanks as do Cyrus Wilson and Dan Sweeney who were outstanding graduate students at Ohio State and participants in the early seminars.

We are somewhat bewildered by rapid consolidation within the publishing field and now find ourselves as part of the Harcourt Brace Jovanovich family. This is a long way from our 1968 beginning at Holt, Rinehart and Winston. We will always be grateful to Siebert (Sieb) Adams, our first developmental editor, who believed in us, signed a contract for the first three book series (text, cases, and readings) and pulled out all stops to make us a success. Those were good days, indeed, and we always will be grateful to Sieb and his tough and resourceful senior editor, Ros Sackof, for laying a solid professional foundation for all that we have done.

We welcome the expanded resources that the HBJ/Dryden team offers and look forward to a fruitful relationship. We acknowledge the conscientious efforts of Lyn Hastert, acquisitions editor; Paul Stewart, developmental editor; Cheryl Hauser, project editor; Diane Southworth, production manager; Sue Hart, designer; Annette Coolidge, photo permissions editor; and Sheila Shutter, text permissions editor, in helping us make a successful transition in this seventh edition.

Finally, we acknowledge our wives, Sharon, Tina, and Debbie. You have been true partners. Thanks!

James F. Engel    *Philadelphia, Pennsylvania*

Roger D. Blackwell    *Columbus, Ohio*

Paul W. Miniard    *Columbia, South Carolina*

# ABOUT THE AUTHORS

**James F. Engel** (Ph.D., University of Illinois, Urbana; B.S., Drake) has a distinguished name in the study of consumer behavior. He was honored by his peers in 1980 as the founder of a field when he was named one of the first two Fellows of the Association for Consumer Research. He received a similar citation when he received the prestigious Paul D. Converse Award of the American Marketing Association. These honors were given in recognition of his pioneering research that first appeared in 1960, his role as senior author of this textbook, and other forms of leadership.

He presently is Distinguished Professor of Marketing and Director of the Center for Organizational Excellence at Eastern College, St. Davids, Pennsylvania, where he moved in 1990. Professor Engel has shifted his emphasis from consumer goods marketing to the application of nonprofit marketing principles to religious organizations worldwide. He also has published widely in that field and serves as Senior Vice President of Management Development Associates, a consulting group specializing in these applications. In that capacity he has served as a consultant to more than 200 groups in over 50 countries.

**Roger D. Blackwell** (Ph.D., Northwestern; B.S., Missouri) is Professor of Marketing at The Ohio State University where he has served since 1965. He is a well-known author, and his works include several casebooks also published by The Dryden Press. He is in constant demand as a business consultant and speaker in the area of the impact of changing environments on marketing strategy, for companies such as IBM, AT&T, CheckPoint, and The Limited. He serves on the board of directors for several firms in retailing, consumer services, manufacturing, and management consulting.

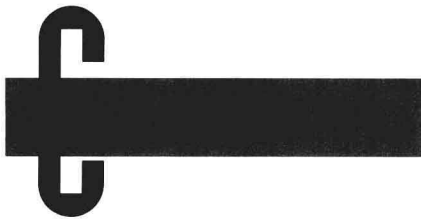
Dr. Blackwell was recipient of the Marketing Educator of the Year Award given in 1984 by Sales and Marketing Executives International. He also has received a number of awards for outstanding teaching at Ohio State, including the Alumni Award for Distinguished Teaching in 1988.

**Paul W. Miniard** (Ph.D., M.A., B.S., University of Florida) is Associate Professor of Marketing at the University of South Carolina where he has been since 1990 when he moved from Ohio State University. Over his career, he has received a number of undergraduate and graduate teaching awards.

Dr. Miniard is well known through his published research in the area of consumer behavior, which has appeared in such leading journals as *Journal of Consumer Psychology*, *Journal of Consumer Research*, *Journal of Marketing Research*, and *Journal of Experimental Social Psychology*. He also serves as a consultant and expert witness in areas involving consumer behavior. In 1992, Dr. Miniard visited the University of International Business and Economics in Beijing, China, to help set up a course in consumer behavior.

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