

Eighth Edition

Consumer Behavior



James E. Engel
Roger D. Blackwell
Paul W. Miniard

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James F. Engel

Eastern College

Roger D. Blackwell

The Ohio State University

Paul W. Miniard

Florida International University



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Preface



It is hard for us to believe that *Consumer Behavior* had its birth some 26 years ago in 1968. At that time, the subject was in its infancy and this would be its first text book. None of us could imagine that the field would have so rich a youth.

Although consumer behavior studies now benefit from universal establishment in the market curriculum, new opportunities continue to present themselves. We still face the never-ending challenge of making practical sense out of a subject that has diverse roots in economics and the behavioral sciences. 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 To explore and evaluate a rapidly growing body of published and unpublished research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 is rapidly evolving
5. To make the field of consumer behavior exciting, interesting, and relevant to both students and faculty

Our primary perspective continues to lie in marketing applications, although we fully acknowledge changing paradigms that have greatly broadened the perspective of the field. In particular, the postmodern research paradigm has had an enriching influence that has established the study of consumption behavior as a legitimate discipline in and of itself. You will see reflections of this paradigm throughout the book.

From the outset in 1968 we have used a model of consumer behavior as a basic method of exposition. It has changed over the years, however, and we have modified this edition to encompass the growing knowledge of consumption behavior. We continue to receive feedback that a model is helpful in the field and helps guide applications in both research and strategy.

We are grateful to the many users of previous editions who have helped us rethink our objectives. We especially acknowledge the following colleagues who gave significant help as this edition was conceived and developed; M. Wayne Alexander, Moorhead State University; Kenneth R. Lord, State University of New York at Buffalo; Susan Spiggle, the University of Connecticut; Stuart Van Auken, California State University at Chico; Newell D. Wright, Virginia Polytechnic Institute and State University.

As always, we approach this subject from one dominant point of view: “How helpful is a given concept, theory, or technique beyond the classroom?” As our knowledge and experience have grown over these decades, so has the richness of our applications.

Here are some of the changes that long-time users of *Consumer Behavior* will notice in this edition:

1. A revamped order of topics placing the essential practical issues of market segmentation and global marketing up front, followed by a focus on the stages of consumer decision process.
2. A greatly expanded consideration of postmodern research contributions. For the first time we have added a chapter on consumption in response to the rapid growth of research in this important area.
3. A continued commitment to uncover helpful consumer research examples and applications from all parts of the world. This has been made possible because two members of our team have extensive international involvement.
4. Expanded commitment to explore the ethics of consumer influence. It seems that the frequency of abuses grows even more rapidly than knowledge in the field. Readers also will notice extensive changes within all chapters. A substantial portion of the textbook is new because we have not stepped away from our long-standing commitment to be fully up-to-date with the burgeoning scholarship within this field of study.

We continue to expand the supplementary materials designed to help the classroom needs of instructors. A new series of accompanying videos will be of great interest to many. In addition, we offer a computerized test bank containing nearly 2,000 multiple-choice, true/false, and essay questions, plus color transparencies and transparency masters for classroom use. We also offer an instructor's manual containing teaching suggestions, chapter outlines, and answers to the end-of-chapter questions. Finally, many have chosen to use our companion casebook, *Contemporary Cases in Consumer Behavior*, Fourth Edition by Roger Blackwell, Tina Blackwell, and W. Wayne Talarzyk.

In the seventh (25th anniversary) edition we acknowledged the contributions of more than 60 colleagues over the years who have been of such great help. Once again, we want to let each of you know how much we appreciate you. Your influence lives on. We also express our appreciation to the staff of

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Finally, to Sharon and Tina, thanks for being genuine partners in every sense of the word.

James F. Engel, Philadelphia, Pennsylvania
Roger Blackwell, Columbus, Ohio
Paul W. Miniard, Miami, Florida

September 1994

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 the field when he was named one of the first two Fellows of the Association for Consumer Research. He received a similar citation with 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 has served as a consultant and management development specialist with hundreds of organizations in more than 60 countries.

Roger D. Blackwell (Ph.D., Northwestern; B.S., Missouri) is professor of marketing at The Ohio State University where he has taught since 1965. He is a well-known author whose works include several casebooks also published by The Dryden Press. He is in frequent 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 1984 Marketing Educator of the Year Award given by Sales and Marketing Executives International. He also has received numerous 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 professor of marketing at Florida International University. He has previously been a tenured member of the faculties at the University of South Carolina and The 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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