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高等院校双语教学适用教材 **工商管理**

# Consumer Behavior and Marketing Strategy

(Ninth Edition)

*J. Paul Peter Jerry C. Olson*

第9版

## 消费者行为与营销战略

(美) J. 保罗·彼得 杰里·C. 奥尔森 著

王欣双 译注

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大连

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### 图书在版编目 (CIP) 数据

消费者行为与营销战略 (第9版): 英汉对照 / (美) 彼得 (Peter, J. P.), (美) 奥尔森 (Olson, J. C.) 著; 王欣双译注. —大连: 东北财经大学出版社, 2010. 10  
(高等院校双语教学适用教材·工商管理)  
书名原文: Consumer Behavior and Marketing Strategy  
ISBN 978-7-5654-0138-1

I. 消… II. ①彼…②奥…③王… III. ①消费者行为论—双语教学—高等学校—教材—英、汉②市场营销学—双语教学—高等学校—教材—英、汉 IV. F713.5

中国版本图书馆 CIP 数据核字 (2010) 第 181276 号

辽宁省版权局著作权合同登记号: 06-2008-380

J. Paul Peter, Jerry C. Olson: Consumer Behavior and Marketing Strategy (9e)  
Original ISBN: 0-07-340476-4

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东北财经大学出版社出版  
(大连市黑石礁尖山街 217 号 邮政编码 116025)  
教学支持: (0411) 84710309  
营 销 部: (0411) 84710711  
总 编 室: (0411) 84710523  
网 址: <http://www.dufep.cn>  
读者信箱: [dufep@dufe.edu.cn](mailto:dufep@dufe.edu.cn)

大连图腾彩色印刷有限公司印刷 东北财经大学出版社发行

幅面尺寸: 200mm × 270mm 字数: 1 268 千字 印张: 33 3/4 插页: 1  
2010 年 10 月第 1 版 2010 年 10 月第 1 次印刷

责任编辑: 李 季 于 梅 封面设计: 冀贵收

ISBN 978-7-5654-0138-1  
定价: 66.00 元

# 出版者的话

当前,在教育部的的大力倡导下,财经和管理类专业的双语教学在我国各大高校已经逐步开展起来。一些双语教学开展较早的院校积累了丰富的经验,同时也发现了教学过程中存在的一些问题,尤其对教材提出了更高的要求;一些尚未进入这一领域的院校,也在不断探索适于自身的教学方式和方法以及适用的教材,以期时机成熟时加入双语教学的行列。总之,对各类院校而言,能否找到“适用”的教材都成为双语教学成功与否的关键因素之一。

然而,国外原版教材为国外教学量身定做的一些特点,如普遍篇幅较大、侧重于描述性讲解、辅助材料(如习题、案例、延伸阅读材料等)繁杂,尤其是许多内容针对性太强,与所在国的法律结构和经济、文化背景结合过于紧密等,却显然不适于国内教学采用,并成为制约国内双语教学开展的重要原因。因此,对国外原版教材进行本土化的精简改编,使之变成更加“适用”的双语教材,已然迫在眉睫。

东北财经大学出版社作为国内较早涉足引进版教材的一家专业出版社,秉承自己一贯服务于财经教学的宗旨,总结自身多年的出版经验,同麦格劳—希尔教育出版公司、培生教育出版集团和圣智出版集团等国外著名出版公司通力合作,在国内再次领先推出了会计、工商管理、经济学等专业的“高等院校双语教学适用教材”。尤其是此次双语教材是与东北财经大学萨里国际学院共同推出。东北财经大学萨里国际学院是教育部批准的、与英国萨里大学共建的中外合作办学机构。学院所有课程采取双语和全英文授课方式,因而,东北财经大学出版社与萨里国际学院携手推出此系列双语教材。这套丛书的出版经过了长时间的酝酿和筛选,编选人员本着“品质优先、首推名作”的选题原则,既考虑了目前我国财经教育的现状,也考虑了我国财经高等教育所具有的学科特点和需求指向,在教材的遴选、改编和出版上突出了以下一些特点:

- 优选权威的最新版本。入选改编的教材是在国际上多次再版的经典之作的最新版本,其中有些教材的以前版本已在国内部分高校中进行了试用,获得了一致的好评。
- 改编后的教材在保持英文原版教材特色的基础上,力求内容精要,逻辑严密,适合中国的双语教学。选择的改编人员既熟悉原版教材内容,又具有本书或本门课程双语教学的经验。
- 改编后的教材配有丰富的辅助教学支持资源,教师可在网上免费获取。
- 改编后的教材篇幅合理,符合国内教学的课时要求,价格相对较低。

本套教材是在双语教学教材出版方面的一次新的尝试。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,也期待广大读者提出宝贵的意见和建议。

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,书中的内容仍可能有不妥之处,望读者在阅读中注意比较和甄别。

东北财经大学出版社

*Rose, Angie, and Nick*  
*Becky, Matt, and Seth*

## About the Authors 作者简介

J.Paul Peter

**J** **Paul Peter** is Professor Emeritus and formerly the James R. McManus-Bascom Professor of Marketing at the University of Wisconsin–Madison. He was a member of the faculty at Indiana State, Ohio State, and Washington University before joining the Wisconsin faculty. While at Ohio State, he was named Outstanding Marketing Professor by the students and he won the John R. Larson Teaching Award at Wisconsin. He has taught a variety of courses including Marketing Management, Marketing Strategy, Consumer Behavior, Marketing Research, and Marketing Theory.

Professor Peter's research has appeared in the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Retailing*, and *Academy of Management Journal*, among others. His article on construct validity won the prestigious William O'Dell Award from the *Journal of Marketing Research*, and he was a finalist for this award on two other occasions. Recently, he was the recipient of the Churchill Award for Lifetime Achievement in Marketing Research, given by the American Marketing Association and the Gaumnitz Distinguished Faculty Award from the School of Business, University of Wisconsin–Madison. He is author or editor of over 30 books, including *A Preface to Marketing Management*, twelfth edition; *Marketing Management: Knowledge and Skills*, eighth edition; and *Consumer Behavior and Marketing Strategy*, ninth edition.

Professor Peter has served on the review boards of the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, and *Journal of Business Research*; he was measurement editor for *JMR* and professional publications editor for the American Marketing Association. He has taught in a variety of executive programs and consulted for several corporations as well as the Federal Trade Commission.

Jerry C. Olson

**J** **erry C. Olson** is the Earl P. Strong Executive Education Professor of Marketing at Pennsylvania State University and a founding partner of Olson Zaltman Associates. He joined Penn State in 1971 after receiving his Ph.D. in consumer psychology from Purdue University. At Penn State, he has taught Consumer Behavior, Marketing Management, Advertising and Promotion Management, Research Methods, and Marketing Theory.

Professor Olson's research has been published in the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Applied Psychology*, and *International Journal of Research in Marketing*. He is author or editor of a number of books, including *Consumer Behavior and Marketing Strategy*,

*Understanding Consumer Behavior, Perceived Quality, and Advertising and Consumer Behavior*, as well as several conference proceedings.

Professor Olson has served as President of the Association for Consumer Research, the major professional organization for consumer researchers. He has served on the editorial review boards of most of the major journals in the marketing and consumer behavior field. As partner in Olson Zaltman Associates, Professor Olson is an active consultant to a number of consumer products companies, helping them develop a deep understanding of their customers. He also has consulted for the Federal Trade Commission.

In his spare time, Professor Olson enjoys traveling with his wife, Becky, and skiing, biking, reading, and making music with his collection of antique banjos.

## Preface 前言

We are delighted that so many instructors and students have found our book useful for teaching and learning the fascinating field of consumer behavior. We appreciate their sentiments that our book does the best job of integrating consumer behavior into the marketing curriculum. Since the objective of the book is to give students the knowledge and skills necessary to perform useful consumer analyses for developing effective marketing strategies, we are encouraged that the book is accomplishing its objective.

The ninth edition of *Consumer Behavior and Marketing Strategy* continues to reflect our belief that the Wheel of Consumer Analysis is a powerful tool not only for organizing consumer behavior knowledge but also for understanding consumers and for guiding the development of successful marketing strategies. In fact, it has been used by marketing consultants and practitioners to do so. The four major parts of the Wheel of Consumer Analysis are consumer affect and cognition, consumer behavior, consumer environment, and marketing strategy. Each of these components is the topic of one of the four major sections of this book.

After Section One, which provides an overview of the model, Section Two discusses affect and cognition, which refers to how consumers think and feel about various things, such as products and brands. Section Three discusses consumer behavior, which refers to the physical actions of consumers, such as purchasing products and brands. Section Four discusses the consumer environment, which is everything external to consumers that influences how they think, feel, and act, such as advertisements or price information. Section Five discusses marketing strategies by which marketing stimuli, such as products, packages, advertisements, sales promotions, stores, Web sites, and price information, are placed in consumer environments to influence consumers' affect, cognition, and behavior.



**Text Pedagogy** This book contains a variety of pedagogical aids to enhance student learning and facilitate the application of consumer behavior concepts to marketing practice:

- **Introductory scenarios.** Each chapter begins with an interesting example that discusses a real-world situation involving some aspect of consumer behavior. Then each chapter ends with a "Back To . . ." section that summarizes how the chapter material relates to the opening example. This clearly shows students how the chapter concepts are relevant to marketing strategy decisions. This feature has been very successful in generating student interest and increasing understanding of the chapter material.



- **Examples.** Reviewers have applauded the inclusion of many examples of marketing strategies used by actual companies. These examples demonstrate how marketers use consumer behavior concepts. Also, they increase student interest in the material.
- **Consumer Insights.** Each chapter contains longer examples called Consumer Insights that show the relevance of consumer behavior concepts and give students real-life examples of marketing strategies. All Consumer Insights are referenced in the text but are self-contained for individual study.
- **Key terms and concepts.** We include a list of key terms and concepts and the page on which they are discussed at the end of each chapter to facilitate study of the material. These terms and concepts are also boldfaced within the chapter text.
- **Marketing Strategy in Action.** Each chapter concludes with a case that focuses on consumer analysis issues facing real companies. These short cases help to integrate consumer behavior information into the marketing strategy development process. The discussion questions accompanying the cases can be used for written assignments or to stimulate in-class discussion.
- **Review and discussion questions.** Each chapter contains a series of review and discussion questions that emphasize the understanding and application of chapter material to strategic marketing issues. These can be used for written assignments, in-class discussions, essay exam questions, or student self-study.
- **Notes.** Notes for the most current and useful references and additional sources of information are provided at the end of the book. These sources illustrate and expand on topics in each chapter of the text.
- **Glossary.** The text contains a glossary of key consumer behavior terms. Many of these definitions were previously prepared by the authors for the American Marketing Association's *Dictionary of Marketing Terms*.

Many of the introductory scenarios, Marketing Strategy in Action cases, and Consumer Insight examples are new to this edition or are updated as appropriate. While the previous ones were praised by instructors and students for the insights they provided, the new features are intended to better capture consumer behavior and marketing strategy issues in today's global economy.

**Instructional Aids** The following instructor support materials are available through the Online Learning Center at [www.mhhe.com/peter9e](http://www.mhhe.com/peter9e).

- **Instructor's Manual.** This manual is widely recognized as one of the best ever developed for any marketing or consumer behavior text. It contains a variety of useful information and suggestions for teaching each chapter in the text as well as examples not included in the text. It includes mini-lectures, projects, in-class exercises, notes for the Marketing Strategy in Action cases, and notes for the discussion questions. It is an excellent resource for increasing student interest in and learning of consumer behavior.
- **Test Bank.** The revised Test Bank consists of over 1,000 multiple-choice, true/false, and essay questions. Answers, page references, and degree of difficulty for the questions are included. The Test Bank has been thoroughly reviewed to ensure a reliable, high-quality test item set.
- **PowerPoint Presentation.** PowerPoint presentation slides of exhibits from the text and from other sources enhance lectures and discussions.

For students, the Online Learning Center offers self-grading quizzes and chapter review materials.

## Acknowledgments

We are indebted to the many people who contributed to the development of the current and previous editions of this book. First, we thank our professors, colleagues, and students for their contribution to our education. Second, we thank the many consumer behavior researchers whose work is reflected in the pages of this text and the companies whose strategies are used as examples of consumer analysis and marketing strategy development. Third, we thank Laura Hurst Spell, Managing Developmental Editor, and Lori Bradshaw, Developmental Editor, for their encouragement, constructive criticism, and patience throughout the preparation of this edition. Fourth, we thank Jessica Ames, Andy James, Kristen James, and James Forr from Olson Zaltman Associates for their assistance. Finally, we thank the following reviewers of this text for the time, effort, and insights they offered.

## Reviewers for This and Previous Editions

Dr. Ronald J. Adams <i>University of North Florida</i>	Ellen Day <i>University of Georgia</i>	Dr. James Munch <i>University of Texas—Arlington</i>
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In addition to the reviewers named above, we also found feedback from individual users of the first eight editions—both instructors and students—to be useful for improving the ninth edition. We continue to value your comments and suggestions for the continuous improvement of this work.

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