

营销学精选教材·英文影印版

CONSUMER BEHAVIOR

消费者行为学

[第5版]

[美] Wayne D. Hoyer 著
Deborah J. MacInnis



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Wayne D. Hoyer, Deborah J. MacInnis

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出版者说明

进入 21 世纪,市场营销科学在中国开始向纵深发展,一方面,广大营销学者继续追踪国际学术界在市场营销研究前沿的探索 and 深化;另一方面,学者们也在致力于发展对中国现实更具解释力的营销理论,并且在这两个方面,都取得了非常实质性的进步和成果。营销学是一门应用科学,随着社会和经济的发展,许多新问题、新现象不断出现,新的营销理论和观点也纷纷出现,国内外学术界的研究兴趣点也就相应发生变化。在中国,营销现实日渐变得丰富多样,理论研究逐步规范化和科学化,高等院校的教学内容和方式也随之发生了很大变化,教师和学生都不再满足于 20 世纪 80 年代引进的一批偏重管理学的“营销学理论”教科书。营销学科在中国的日渐成熟和发展,迫切要求具有更高学术水平和更强现实指导能力的教科书,不但能够带给学生最前沿、最深刻的学术思想和从事研究的科学方法,而且教给学生在实际工作中进行正确决策的科学指导。

基于此,北京大学出版社引进出版了《营销学精选教材》系列丛书(本丛书包括影印版和翻译版,个别影印版有局部删节),在选择这些书的过程中,我们得到了北京大学光华管理学院郭贤达老师、西安交通大学管理学院庄贵军老师、武汉大学经济管理学院汪涛老师、大连理工大学管理学院董大海老师、中国人民大学商学院李先国老师等学者的真诚帮助,在此,对他们表示最诚挚的感谢!我们希望这些书带给广大读者的是对营销科学的兴趣和激情,是深刻的学术思想和科学的研究方法,是从事营销实际工作时最好用的工具,同时也是广大教师和学生最好用的教科书。

《营销学精选教材》是一个开放的系列,根据现实情况的发展和需要,我们还会陆续引进其他品种,在此,诚邀各位专家学者热情推荐优秀的营销学图书(em@pup.pku.edu.cn)。此外,真诚欢迎广大读者在使用过程中对我们的图书提出宝贵的意见和建议。

北京大学出版社
经济与管理图书事业部
2005 年 12 月

20 世纪 80 年代,市场营销学开始在我国迅速传播和发展。80 年代以来,设立该专业或开设市场营销学课程的高等院校数量显著增多,研究工作亦有显著的发展。尤其是 90 年代以来,随着中国市场化改革进程的加快,社会急需大量的受过专业训练的市场营销人才,更是推动了我国高等院校中市场营销专业教育的迅猛发展。自此以后,市场营销学可以说是基本上实现了在我国的启蒙和普及。

随着第一阶段启蒙和普及目标的实现,当前国内对于市场营销的研究和教育开始向两个方向发展:其一就是对当前国际学术界在市场营销研究前沿的追踪和深化;其二就是结合国内市场环境的特点和经济发展的需要,实现市场营销理论的本土化,发展对中国现实更有解释力的市场营销理论。我想,这两个方向会在相当长一段时间内影响国内市场营销学的研究和教育。

营销研究的转型必然要求营销知识的传播机构,主要包括高等教育机构以及出版机构,做出相应调整。以出版为例,在 20 世纪营销知识的传播和普及中,出版机构扮演着非常重要的角色。实际上,正是菲利普·科特勒博士的《营销管理》教材的引入(我印象中最早的版本是科学技术文献出版社出版的第 6 版)奠定了国内营销研究的学科基础,而该书从第 6 版直到第 11 版的先后引入,也见证了国内市场营销学科快速发展的历程。可以说,在国内其他领域,还很少看见一本教材会对一个学科的教学和研究能产生如此巨大和广泛的影响。然而,从另一个角度,这也许同样暴露出当前国内营销知识传播中所面临着的尴尬境地:如果说一门学科可以只用一本教科书来概括,至少说明我们对这个学科的理解和解说还缺乏足够的甚至是必要的张力和活力。

首先,按照美国市场营销学会会刊主编瓦格纳·卡马库拉的观点,市场营销学是在管理学、行为科学(心理学和社会学)和定量分析(数学和计量经济学)这三门较成熟学科的基础之上发展起来的独立学科。因此,市场营销学有三个侧重:侧重于管理学的叫做“市场营销学理论”,侧重行为科学的称为“消费者行为学”,而侧重营销方法论以及由此延伸出的定量分析手段的则是“市场营销科学”。所以,在市场营销的知识体系中,科特勒博士的《营销管理》只是涉及市场营销理论部分(我个人认为,本书只是营销学的入门读物,对于研究生以上层次并不适用),而营销科学(研究方法)以及消费者行为理论却没有得到同样的重视。

其次,不可否认,科特勒博士的《营销管理》确实是一本非常好的教材,他为市场营销学构建了一个较为全面的分析框架,但是他更强调一个完善的理论体系的勾勒,强调对众家之言的兼容并包,对该体系中的很多主题,却缺乏更详细的扩展和讨论。例如,渠道策略和价格策略是该书公认的薄弱章节。

最后,有些新的营销理论和观点,由于研究视角和范式的不同,很难被该书兼容,因而得不到全面的体现,如服务营销、关系营销以及组织市场营销等。

因此,也许除了科特勒,我们还应该再看点别的。

所以,我们迫切需要更加丰富和高质量的市场营销出版物。

北京大学出版社所引进出版的《营销学精选教材》则很好地顺应了这一要求。目前入选该套丛书的著作有三本,分别是 Roland T. Rust, Katherine N. Lemon 和 Das Narayandas 合作撰写的 *Customer Equity Management*, Roger J. Best 教授撰写的 *Market-based Management: Strategies for Growing Customer Value and Profitability* 以及 James C. Anderson 与 James A. Narus 撰写的 *Business Market Management: Understanding, Creating, and Delivering value*。这是一个开放性的书系,以后还将根据需要,陆续引进其他的品种,欢迎各位专家学者的推荐。

这些入选著作有一些共同特点:其一,这些作者均系出名门,具有深厚的理论素养,在各自领域中均为蜚声世界的大家;其二,虽然这些著作都具有极强的学术价值,但全然不是“书斋的学问”。由于这些作者在理论研究之余,均具有丰富的咨询和实践经验,这就决定了这些著作不会耽于说教、“语言无味,面目可憎”,而是深入浅出,令人耳目一新。

一般说来,一本好的营销学教材应该具备如下的重要特点:首先,一本好书应根植于对某一领域的实际研究,而许多书籍只是给学生提供了一个基于抽象的理论基础上的简单提纲。另外,一本好书应该让学生和营销实践者们很容易看懂,并能在其指导下制定成功的策略,为此,好的教材应列举大量的相关案例,分析具有创造性的策略并结合实际进行评述。而很多书籍要么在论述时缺乏丰富的案例,要么在分析时缺乏理论的深度。

而在这两方面,该套丛书均表现出优秀教材的素质:大度、深刻且平易近人,相信它不仅对于市场营销理论的研究和学习,而且对于营销实务的操作和实践,都是极好的指南。

汪涛

武汉大学市场营销系教授

2005年10月于珞珈山

关于本书

适用对象

本书适合用作市场营销专业的本科生、研究生教材,也可以供实际从业人员用作实践指导书。

内容简介

本书涵盖了消费者行为的研究方法、消费者行为的心理学核心、影响消费者行为的内部因素、影响消费者行为的文化、消费者行为的结果、消费者福利等方面,并且对消费者行为领域的历史发展、前沿和热点问题进行了阐述。本书具有很强的前沿性和应用导向,而且结构紧凑、内容精练。

作者简介

韦恩·D. 霍耶(Wayne D. Hoyer)

得克萨斯大学奥斯汀分校 McCombs 商学院 James L. Bayless/William S. Farish 自由企业基金讲席教授、营销系主任。霍耶教授是国际知名的消费者行为学者,曾任 *Journal of Consumer Research* 副主编,研究兴趣包括消费者信息处理和决策(特别是低卷入的决策)、客户关系管理和广告效果(特别是广告误解和幽默的作用),获得多项研究与教学奖项。2003 年,霍耶教授荣获 *Journal of Marketing Research* “过去 5 年营销领域影响最大论文奖”。霍耶教授拥有丰富的国际教学经验,由他主持撰写的《消费者行为学》以前沿性和应用导向而著称,获得了热烈的市场反响。

德博拉·J. 麦金尼斯(Deborah J. MacInnis)

南加利福尼亚大学洛杉矶分校营销系主任,曾经担任消费者研究学会主席,多次荣获研究与教学奖。她的研究兴趣包括营销沟通、信息处理、想象、情感和品牌形象,在 *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing* 等期刊上发表多篇论文,并曾荣获这些刊物的最佳论文奖。

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出版说明

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Preface

At just about every moment of our lives, we engage in some form of consumer behavior. When we watch an ad on TV, talk to friends about a movie we just saw, brush our teeth, go to a ball game, buy a new CD, or even throw away an old pair of shoes, we are behaving as a consumer. In fact, being a consumer reaches into every part of our lives.

Given its omnipresence, the study of consumer behavior has critical implications for areas such as marketing, public policy, and ethics. It also helps us learn about ourselves—why we buy certain things, why we use them in a certain way, and how we get rid of them.

In this book we explore the fascinating world of consumer behavior, looking at a number of interesting and exciting topics. Some of these are quickly identified with our typical image of consumer behavior. Others may be surprising. We hope you will see why we became stimulated and drawn to this topic from the very moment we had our first consumer behavior course as students. We hope you will also appreciate why we choose to make this field our life's work, and why we developed and continue to remain committed to the writing of this textbook.

CONTENT AND ORGANIZATION OF THE BOOK

One can currently identify two main approaches to the study of consumer behavior: a “micro” orientation, which focuses on the individual psychological processes that consumers use to make acquisition, consumption, and disposition decisions, and a “macro” orientation, which focuses on group behaviors and the symbolic nature of consumer behavior. This latter orientation draws heavily from such fields as sociology and anthropology. The current book and overall model have been structured around a “micro to macro” organization based on the way we teach this course and the feedback that we have received from reviewers. (As mentioned previously, for those who prefer a “macro to micro” structure, we provide in the *Instructor's Manual* an alternative Table of Contents that reflects how the book could be easily adapted to this perspective.)

Chapter 1 presents an introduction to consumer behavior and provides students with an understanding of the breadth of the field, and its importance to marketers, advocacy groups, public policy makers, and consumers themselves. It also presents the overall model that guides the organization of

the text. An enrichment chapter, which follows Chapter 1, describes the groups who conduct research on consumers. It also describes methods by which consumer research is conducted.

Part I, “The Psychological Core,” focuses on the inner psychological processes that affect consumer behavior. We see that consumers’ acquisition, usage, and disposition behaviors and decisions are greatly affected by the amount of effort they put into engaging in behaviors and making decisions. Chapter 2 describes three critical factors that affect effort: the (1) *motivation* or desire, (2) *ability* (knowledge and information), and (3) *opportunity* to engage in behaviors and make decisions. In Chapter 3, we then examine how information in consumers’ environments (ads, prices, product features, word-of-mouth communications, and so on) is internally processed by consumers—how they come in contact with these stimuli (*exposure*), notice them (*attention*), and *perceive* them. Chapter 4 continues by discussing how we compare new stimuli to our knowledge of existing stimuli, a process called *categorization*, and how we attempt to understand or *comprehend* them on a deeper level. In Chapter 5, we see how attitudes are formed and changed depending on whether the amount of effort consumers devote to forming an attitude is high or low and whether attitudes are cognitively or affectively based. Finally, because consumers often must recall the information they have previously stored in order to make decisions, Chapter 6 looks at the important topic of consumer *memory*.

Whereas Part I examines some of the internal factors that influence consumers’ decisions, a critical domain of consumer behavior involves understanding how consumers make acquisition, consumption, and disposition decisions. Thus, in Part II we examine the sequential steps of the consumer decision-making process. In Chapter 7, we examine the initial steps of this process—*problem recognition* and *information search*. Similar to the attitude change processes described earlier, we next examine the consumer decision-making process, both when *effort is high* and when it is *low* (Chapter 8). Further, in both chapters we examine these important processes from both a cognitive and an affective perspective. Finally, the process does not end after a decision has been made. In Chapter 9 we see how consumers determine whether they are *satisfied* or *dissatisfied* with their decisions and how they *learn* from choosing and consuming products and services.

Part III reflects a “macro” view of consumer behavior that examines how various aspects of *culture* affect consumer behavior. First, we see how consumer diversity (in terms of age, gender, sexual orientation, region, ethnicity, and religion) can affect consumer behavior (Chapter 10). Chapter 11 then examines how *social class* and *households* are classified and how these factors affect acquisition, usage, and disposition behaviors. Chapter 12 then examines how external influences affect our personality, lifestyle, and values, as well as consumer behavior. Chapter 13 considers how, when, and why the specific *reference groups* (friends, work group, clubs) to which we belong can influence acquisition, usage, and disposition decisions and behaviors.

Part IV, “Consumer Behavior Outcomes,” examines the effects of the numerous influences and decision processes discussed in the previous three sections. Chapter 14 builds on the topics of internal decision making and group behavior by examining how consumers adopt new offerings, and how their *adoption* decisions affect the spread or *diffusion* of an offering through a market. Because products and services often reflect deep-felt and significant meanings (e.g., our favorite song or restaurant), Chapter 15 focuses on the interesting topic of *symbolic consumer behavior*.

Part V, “Consumer Welfare” covers two topics that have been of great interest to consumer researchers in recent years. Chapter 16 examines *ethics, responsibility, and the “dark side” of consumer behavior* and focuses on some negative outcomes of consumer-related behaviors (compulsive buying and gambling, prostitution, etc.) as well as marketing practices that have been the focus of social commentary in recent years.

PEDAGOGICAL ADVANTAGES

Based on our extensive teaching experience, we have incorporated a number of features that should help students learn about consumer behavior.

Chapter Opening Cases Each chapter begins with a case scenario about an actual company or situation that illustrates key concepts discussed in the chapter and their importance to marketers. This will help students grasp the “big picture” and understand the relevance of the topics from the start of the chapter.

Marketing Implication Sections Numerous Marketing Implications sections are interspersed throughout each chapter. These sections illustrate how various consumer behavior concepts can be applied to the practice of marketing, including such basic marketing functions as market segmentation, target market selection, positioning, market research, promotion, price, product, and place decisions. An abundance of marketing examples (from both the US and abroad) provide concrete applications and implementations of the concepts to marketing practice.

End-of-Chapter Questions Each chapter includes a set of review and discussion questions designed to help students recall and more deeply understand the concepts in the chapter.

End-of-book Cases By applying chapter content to real-world cases, students have a chance to make the concepts we discuss more concrete. Many of the cases involve brands that consumers are familiar with, heightening engagement with the material.

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Arizona State University

Stephen K. Koernig

DePaul University

Scott Koslow

University of Waikato

Robert Lawson

William Patterson University

Phillip Lewis

Rowan College of New Jersey

Kenneth R. Lord

SUNY - Buffalo

Peggy Sue Loro

Gonzaga University

Bart Macchiette

Plymouth State College

Michael Mallin

Kent State University

Lawrence Marks

Kent State University

David Marshall

University of Edinburgh

Ingrid M. Martin

California State University,

Long Beach

Anil Mathur

Hofstra University

A. Peter McGraw

University of Colorado,

Boulder

Matt Meuter

California State University,

Chico

Martin Meyers

University of Wisconsin -

Stevens Point

Vince Mitchell

UMIST

Lois Mohr

Georgia State University

Risto Moisio

California State University,

Long Beach

Rebecca Walker Naylor

University of South Carolina

James R. Ogden

Kutztown University

Thomas O'Guinn

University of Illinois

Marco Protano

New York University

Judith Powell

Virginia Union University

Michael Reilly

Montana State University

Anja K. Reimer

University of Miami

Gregory M. Rose

The University of Mississippi

Mary Mercurio Scheip

Eckerd College

Marilyn Scrizzi

New Hampshire Technical

College

John Shaw

Providence College

C. David Shepherd

University of Tennessee,

Chattanooga

Robert E. Smith

Indiana University

Eric Richard Spangenberg

Washington State University

Bruce Stern

Portland State University

Barbara Stewart

University of Houston

Jane Boyd Thomas

Winthrop University

Phil Titus

Bowling Green State

University

Carolyn Tripp

Western Illinois University

Rajiv Vaidyanathan

University of Minnesota,

Duluth

Stuart Van Auken

California State University,

Chico

Kathleen D. Vohs

University of Minnesota

Janet Wagner

University of Maryland

John Weiss

Colorado State University

Tommy E. Whittler

University of Kentucky

Carolyn Yoon

University of Michigan

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