

清华营销学系列英文版教材

Consumer Behavior

Tenth Edition

消费者行为学

(第 10 版)

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出 版 说 明

为了适应经济全球化的发展趋势，满足国内广大读者了解、学习和借鉴国外先进的管理经验和掌握经济理论的前沿动态，清华大学出版社与国外著名出版公司合作影印出版一系列英文版经济管理方面的图书。我们所选择的图书，基本上是已再版多次、在国外深受欢迎，并被广泛采用的优秀教材，绝大部分是该领域中较具权威性的经典之作。

由于原作者所处国家的政治、经济和文化背景等与我国不同，对书中所持观点，敬请广大读者在阅读过程中注意加以分析和鉴别。

我们期望这套影印书的出版对我国经济科学的发展能有所帮助，对我国经济管理专业的教学能有所促进。

欢迎广大读者给我们提出宝贵的意见和建议；同时也欢迎有关的专业人士向我们推荐您所接触到的国外优秀图书。

清华大学出版社经管事业部

2016 年 11 月

世纪之交，中国与世界的发展呈现最显著的两大趋势——以网络为代表的信息技术的突飞猛进，以及经济全球化的激烈挑战。无论是无远弗界的因特网，还是日益密切的政治、经济、文化等方面的国际合作，都标示着 21 世纪的中国是一个更加开放的中国，也面临着一个更加开放的世界。

教育，特别是管理教育总是扮演着学习与合作的先行者的角色。改革开放以来，尤其是 20 世纪 90 年代之后，为了探寻中国国情与国际上一切优秀的管理教育思想、方法和手段的完美结合，为了更好地培养高层次的“面向国际市场竞争、具备国际经营头脑”的管理者，我国的教育机构与美国、欧洲、澳洲以及亚洲一些国家和地区的大量的著名管理学院和顶尖跨国企业建立了长期密切的合作关系。以清华大学经济管理学院为例，2000 年，学院顾问委员会成立，并于 10 月举行了第一次会议，2001 年 4 月又举行了第二次会议。这个顾问委员会包括了世界上最大的一些跨国公司和中国几家顶尖企业的最高领导人，其阵容之大、层次之高，超过了世界上任何一所商学院。在这样高层次、多样化、重实效的管理教育国际合作中，教师和学生与国外的交流机会大幅度增加，越来越深刻地融入全球性的教育、文化和思想观念的时代变革中，我们的管理教育工作者和经济管理学习者，更加真切地体验到这个世界正发生着深刻的变化，也更主动地探寻和把握着世界经济发展和跨国企业运作的脉搏。

我国管理教育的发展，闭关锁国、闭门造车是绝对不行的，必须同国际接轨，按照国际一流的水准来要求自己。正如朱镕基同志在清华大学经济管理学院成立十周年时所发的贺信中指出的那样：“建设有中国特色的社会主义，需要一大批掌握市场经济的一般规律，熟悉其运行规则，而又了解中国企业实情的经济管理人才。清华大学经济管理学院就要敢于借鉴、引进世界上一切优秀的经济管理学院的教学内容、方法和手段，结合中国的国情，办成世界第一流的经管学院。”作为达到世界一流的一个重要基础，朱镕基同志多次建议清华的 MBA 教育要加强英语教学。我体会，这不仅因为英语是当今世界交往中重要的语言工具，是连接中国与世界的重要桥梁和媒介，而且更是中国经济管理人才参与国际竞争，加强国际合作，实现中国企业的国际战略的基石。推动和实行英文教学并不是目的，真正的目的在于培养学生——这些未来的企业家——能够具备同国际竞争对手、合作伙伴沟通和对抗的能力。按照这一要求，清华大学经济管理学院正在不断推动英语教学的步伐，使得英语不仅是一门需要学习的核心课程，而且渗透到各门专业课程的学习当中。

课堂讲授之外，课前课后的大量英文原版著作、案例的阅读对于提高学生的英文水平也是非常关键的。这不仅是积累相当的专业词汇的重要手段，而且是对学习者思维方式的有效训练。

我们知道，就阅读而言，学习和借鉴国外先进的管理经验和掌握经济理论动态，或是阅读翻译作品，或是阅读原著。前者属于间接阅读，后者属于直接阅读。直接阅读取决于读者的外文阅读能力，有较高外语水平的读者当然喜欢直接阅读原著，这样不仅可以避免因译者的疏忽或水平所限而造成的纰漏，同时也可以尽享原作者思想的真实表达。而对于那些有一定外语基础，但又不能完全独立阅读国外原著的读者来说，外文的阅读能力是需要加强培养和训练的，尤其是专业外语的阅读能力更是如此。如果一个人永远不接触专业外版图书，他在获得国外学术信息方面就永远会比别人差半年甚至一年的时间，他就会在无形中减弱自己的竞争能力。因此，我们认为，有一定外语基础的读者，都应该尝试一下阅读外文原版，只要努力并坚持，就一定能过了这道关，到那时就能体验到直接阅读的妙处了。

在掌握大量术语的同时，我们更看重读者在阅读英文原版著作时对于西方管理者或研究者的思维方式的学习和体会。我认为，原汁原味的世界级大师富有特色的表达方式背后，反映了思维习惯，反映了思想精髓，反映了文化特征，也反映了战略偏好。知己知彼，对于跨文化的管理思想、方法的学习，一定要熟悉这些思想、方法所孕育、成长的文化土壤，这样，有朝一日才能真正“具备国际战略头脑”。

以往，普通读者购买和阅读英文原版还有一个书价的障碍。一本外版书少则几十美元，多则上百美元，一般读者只能望书兴叹。随着全球经济合作步伐的加快，目前在出版行业有了一种新的合作出版的方式，即外文影印版，其价格几乎与国内同类图书持平。这样一来，读者可以不必再为书价发愁。清华大学出版社这些年在这方面一直以独特的优势领先于同行。早在 1997 年，清华大学出版社敢为人先，在国内最早推出一批优秀商学英文版教材，规模宏大，在企业界和管理教育界引起不小的轰动，更使国内莘莘学子受益良多。

为了配合清华大学经济管理学院推动英文授课的急需，也为了向全国更多的 MBA 试点院校和更多的经济管理学院的教师和学生提供学习上的支持，清华大学出版社再次隆重推出与世界著名出版集团合作的英文原版影印商学教科书，也使广大工商界人士、经济管理类学生享用到最新最好、质优价廉的国际教材。

祝愿我国的管理教育事业在社会各界的大力支持和关心下不断发展、日进日新；祝愿我国的经济建设在不断涌现的大批高层次的面向国际市场竞争、具备国际经营头脑的管理者的勉力经营下早日中兴。

赵纯均 教授

清华大学经济管理学院

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Preface

This is the tenth edition of the first strategically focused consumer behavior textbook ever published. Since its first edition (issued in 1978), this book has centered on the examination and application of consumer behavior to the planning, development, and implementation of marketing strategies, and we continue this managerial emphasis in the tenth edition of *Consumer Behavior*. This edition captures the impact of new media on consumer behavior and on marketers' ability to learn more about customers' purchases and target them more precisely. Recognizing that new technologies may produce socially undesirable practices and also acknowledging the urgency of environmentally friendly business strategies, we have written a new chapter on marketing ethics and social responsibility. As in the past, we have continued integrating research about the global population into the discussion of every aspect of consumer behavior.

In this new edition, we have intensified our emphasis on marketing strategy, incorporating strong theoretical and applications orientations. Following the revised definition of *marketing* (by the American Marketing Association), which emphasizes creating value for customers and society, we enhanced the discussion of customer retention and loyalty throughout the text. Always true believers in the marketing concept, we are confident that we fully meet the needs of our own consumers—students, professors of consumer behavior, and marketing practitioners—by providing a text that is highly readable and that clearly explains the relevant and timely concepts on which the discipline of consumer behavior is based.

The text includes numerous real-world examples that demonstrate how marketing practitioners have used the understanding of consumption patterns in solving marketing problems and developing effective marketing measures. We remain convinced that effective market segmentation and strategic targeting provide the structure and direction for successful market practice. To this end, we have refined the discussion of these concepts and applied them to new media and communication technologies.

What's New to the 10th Edition

The text has been thoroughly updated and revised to best describe the changing environment of consumption behavior. The new features and where they appear in the text are fully detailed in the table on the inside front cover. They include:

- New and extensive coverage of the use of new media in creating more effective targeting strategies and addressable and customized promotional messages.
- New discussion of the role of consumer behavior in advancing marketers' social responsibility and ethics.
- Greater emphasis on applying the knowledge of consumer behavior in the development of marketing strategies.
- Enhanced coverage of the global dimensions of consumer behavior throughout the book.
- Learning objectives are now stated at the beginning of each chapter and identified at the start of the corresponding sections in each chapter.
- Many of the cases in this edition are brand new, and two cases now appear at the end of each chapter.
- Revised exercises that focus on critical thinking and the application of the material to real-world situations. Many exercises now require online research.

Innovative Learning Tools for Our Students

As professors, we are keenly aware of what makes students stand out in class. Just like **positioning** products and **differentiating** them from the competition (these concepts are described throughout the text) are the keys to effective marketing, your ability to *position yourself* in your professor's mind and distinguish yourself among your classmates are the keys to doing well in this course. Furthermore, following the logic of a classic commercial that states "you never get a second chance to make a first impression," your positioning (or marketing) of yourself must start at the *very beginning* of the course. To this end, this text includes several new features especially designed to enable you to stand out during the course, as well as facilitate your learning and enhance your involvement with the fascinating field of consumer behavior:

- The titles of all figures featuring ads are **questions**. You will be able to answer each question after reading the material pertaining to that figure. We suggest that you read each chapter and write down short answers to these questions *before* the class covering that chapter, so that you can productively participate in class discussions.
- Each chapter begins with a list of **learning objectives**, and a learning objective also appears at the start of every main section in each chapter. These objectives provide you with a focus in reading each part of the book.
- The **exercises** and **cases** at the end of each chapter are aimed at enhancing your critical thinking skills and ability to apply the text's material to real-world marketing strategies.
- We revised the exercises and focused them on critical thinking and the application of the material to real-world situations. You should complete those exercises that ask you to find materials (e.g., print ads), apply them to the course's material, and present them to the class. Even if your professor doesn't require you to do so, completing these assignments will most likely result in your professor's recognition. All professors appreciate students who bring in examples related to the course to class because such initiatives favorably reflect their own ability to generate enthusiasm toward marketing and consumer behavior among their students.
- **www.pearsonglobaleditions.com/schiffman** contains valuable resources for both students and professors, including free access to an interactive student study guide.

The Text's Organization

This 10th edition of *Consumer Behavior* is divided into four parts and sixteen chapters.

Part 1 provides the background and tools for a comprehensive understanding of the consumer behavior principles examined throughout the rest of the book. Chapter 1, "Consumer Behavior: Meeting Changes and Challenges," sets the tone for the book. It introduces the reader to the study of consumer behavior and its evolution, examines how providing value is the foundation for creating and keeping satisfied and profitable customers, and describes the enormous impact of new technologies and media on studying and targeting consumers. The chapter also introduces a model of consumer decision making, providing a structural framework for the interrelationships among the consumer behavior principles examined throughout the book. Chapter 2, "The Consumer Research Process," is a greatly expanded overview of the process and the techniques used to study consumption patterns. Chapter 3, "Market Segmentation and Strategic Targeting," was rewritten and now describes a unique classification of the bases for segmenting consumers and innovative strategic targeting methods.

Part 2 discusses the consumer as an individual. Chapter 4, "Consumer Motivation," describes consumer needs and motivations, exploring the key concepts of human motivation and setting goals, as well as the rational and emotional bases of consumer actions. Chapter 5, "Personality and Consumer Behavior," describes the impact of personality theories on consumer behavior and explores, among other concepts, consumer materialism, fixated

consumption, and compulsive consumption behavior, as well as the notions of self-image and virtual personality and self. Chapter 6, “Consumer Perception,” examines the impact of consumer perception on marketing strategy and the importance of product positioning and repositioning. Chapter 7, “Consumer Learning,” describes how consumers learn, and discusses behavioral and cognitive learning theories, limited and extensive information processing, and the applications of consumer involvement theory to marketing practice. Chapter 8, “Consumer Attitude Formation and Change,” examines consumer attitudes. Chapter 9, “Communication and Consumer Behavior,” which was rewritten, demonstrates that communication is the bridge between individuals and the world around them and includes a brand new discussion of persuasive promotion, traditional and new media, and measuring the effectiveness of advertising messages.

Part 3 focuses on the social and cultural dimensions of consumer behavior. Chapter 10, “The Family and Its Social Class Standing,” describes the influence of the family and its social class on consumption (in previous editions these concepts were covered in separate chapters). Chapter 11, “Influence of Culture on Consumer Behavior,” focuses on the influence of culture and our society’s core values on buying activities. Chapter 12, “Subcultures and Consumer Behavior,” investigates the impact of societal and subcultural values, beliefs, and customs on consumer behavior. Chapter 13, “Cross-Cultural Consumer Behavior: An International Perspective,” concludes this part of the book with a discussion of cross-cultural marketing within an increasingly global marketplace.

Part 4 explores consumer decision making and marketing ethics. Chapter 14, “Consumers and the Diffusion of Innovations,” now focuses on the strategic applications of the diffusion of innovations framework (the coverage of interpersonal influences that was part of this chapter now appears in Chapter 9). Chapter 15, “Consumer Decision Making and Beyond,” describes how consumers make product decisions, expands on the increasingly important practice of relationship marketing, and ties together the psychological, social, and cultural concepts discussed throughout the book. Chapter 16, “Marketing Ethics and Social Responsibility,” is new to the text and covers social responsibility, potentially unethical marketing strategies, and socially desirable marketing such as advocating social causes and green marketing.

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