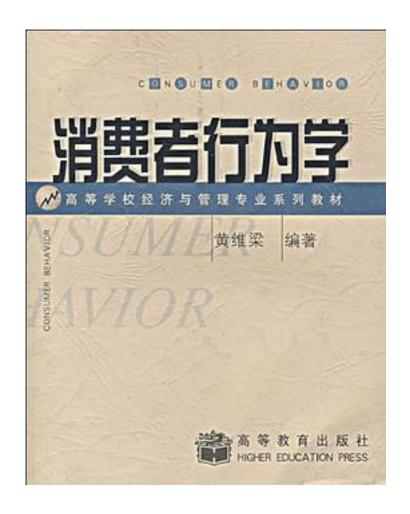
## 消费者行为学



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本书由欧洲著名管理学院和管理咨询公司的教授和专家撰写,它将90年代以来国际上工商管理各专业的最新研究成果,分门别类加以精练浓缩,由享誉世界的最大教育图书出版商PrenticeHall出版公司出版。是一本英文原版消费者行为学著作。

## 作者介绍:

目录: Contents

Introduction: the importance of understanding

consumer behaviour

Consumers and the marketing concept

Consumers and the four Ps

Consumers and segmentation The consumer and relationship marketing

The consumer and marketing planning

Key points from the introduction 1 Drive, motivation and hedonism

Classification of motives

Drive

Motivation in action

Maslow's hierarchy of need

Fred Hertzberg and the hygiene/motivators theory

Pain avoidance

Hedonism

Key points from this chapter

2 Goals and incentives, uncertainty and post-purchase

dissonance

Goals

Problems with goals

Risk and uncertainty

Heuristics

Interrupts

Post-purchase dissonance

Key points from this chapter

3 Personality, traits, self-concept, routines and habits

Roles and life as theatre

Personality

Approaches to studying personality

Hedonic consumption

Type approach

Traits and factors **Psychographics** 

Self-concept

Key points from this chapter

4 Leaming and perception

Learning

Classical leaming theory

Operant conditioning

Cognitive learning

Perception

Key points from this chapter

5 Attitudes

Introduction

Dimensions of attitude

Attitude formation

Changing consumers' attitudes

Attitude measurement

Functions of attitudes

Attitude and behaviour

Private versus public attitudes

Attitude versus situation

Attitude towards ads versus attitude towards brand

General versus specific attitudes

Key points from this chapter

6 The environment, class and culture

The environment: situational influences

Culture

Class

Key points from this chapter

7 Peer and reference groups, and the family

Peer and reference groups

The family

Influence of children on buying decisions

Gender roles

Mechanisms of personal influence

Key points from this chapter

8 New and repeat buying behaviour

Decision-making models Pre-purchase activities

Factors affecting the external search for information

Making the choice

Categorization of decision rules

New products: the diffusion of innovation

Marketing approaches to new product launches

Key points from this chapter

9 High-involvement purchasing behaviour

Involvement

Purchasing high-tech consumer durables

Unsought goods

Key points from this chapter

10 Segmentation

Reasons for segmenting markets

Choosing a segment Segmenting a market Strategic options

Key points from this chapter

11 Buyer behaviour in services markets

Services - products or not?

Consumer approaches to information gathering

Risk and uncertainty

Involvement

Sales promotion

Servic'e levels

Handling dissonance

Kev points from this chapter

12 Consumer behaviour in the marketing mix

Introduction

Consumer research

Marketing in the twenty-first century

Customer care and service levels

Key points from this chapter

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