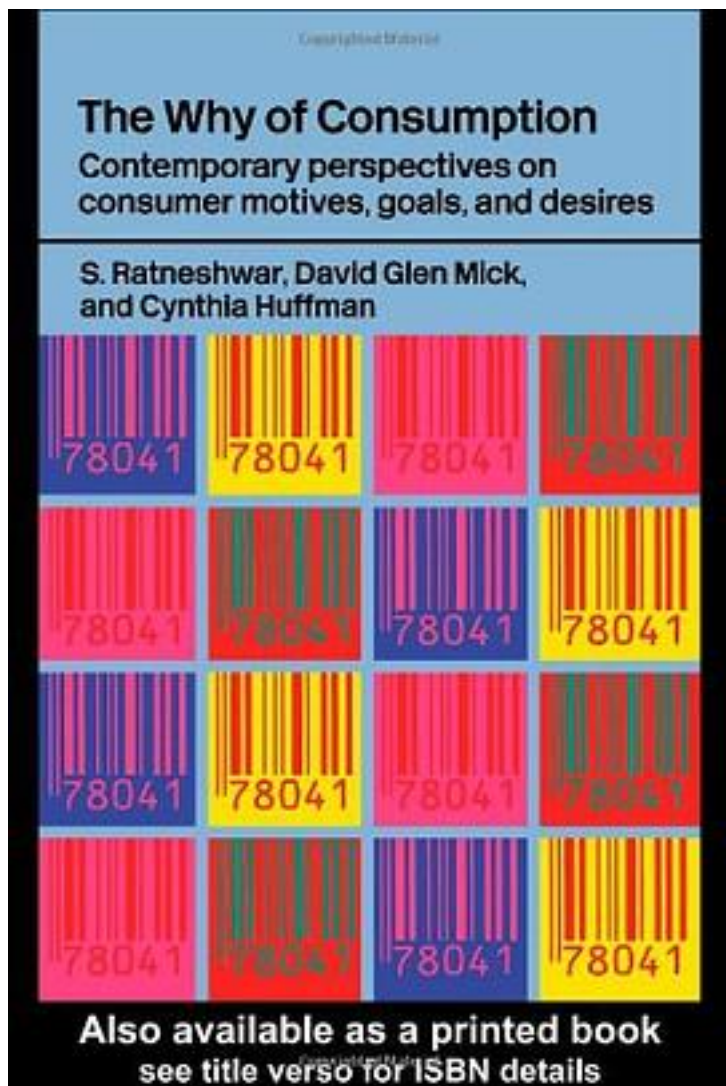


# The Why of Consumption



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What is the nature of motives, goals, and desires that prompt consumption behaviours? Why do consumers buy and consume particular products, brands and services from the multitude of alternatives afforded by their environments? How do consumers think and feel about their cravings? This book provides provocative answers to all of these questions. It brings together an international collection of authors from a variety of disciplines; they offer new and critical perspectives summarize key findings and provide important theoretical frameworks to guide the reader through the subject. The book is unique in its focus and its multifaceted approach. Anyone interested in consumption and consumer behaviour and research will find fascinating and important insights to illuminate the subject. Formerly only available in Hardback.

作者介绍:

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## 标签

Consumption

市场研究

CB

## 评论

the motivation (vs. cognition) side of consumer behavior

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## 书评

相对于消费者行为中占据主导地位的信息处理范式（information processing paradigm），这本书比较全面的从人们消费的欲望（desire）、目标（goal）、动机（motive）来分析消费行为相关的诸多“为什么”。其中一些主题的进一步讨论，出现在2005年的《Inside Consumption》。这本书是CB方面值得一读的参考书。

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