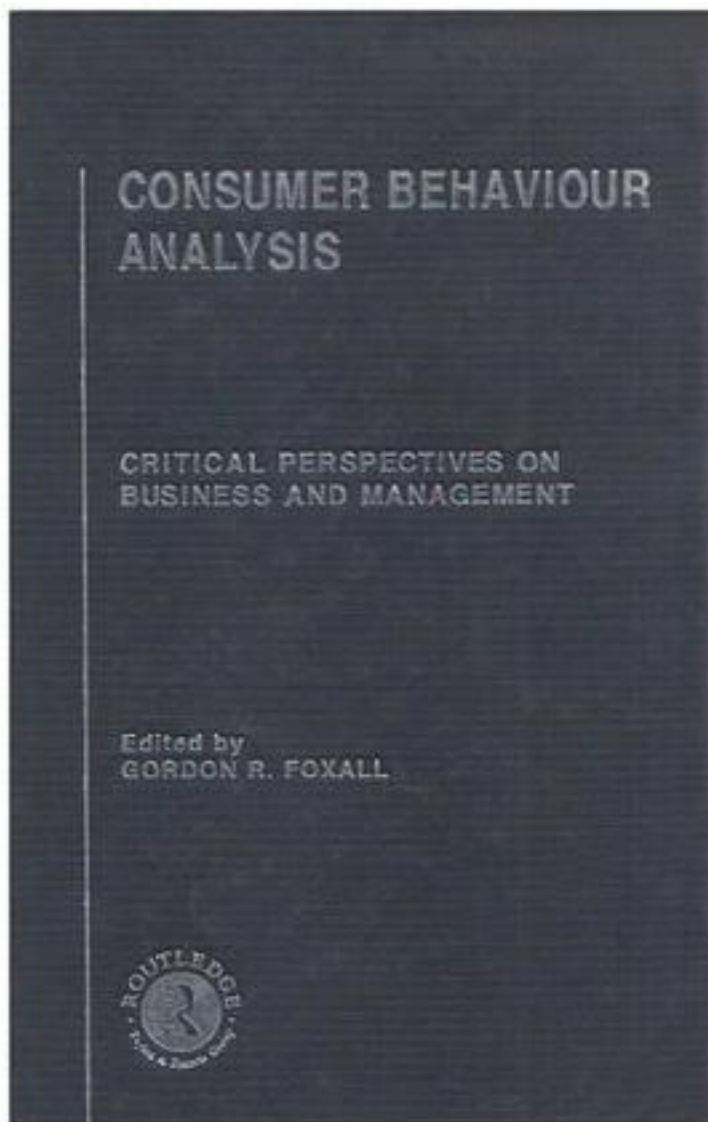


Consumer Behaviour Analysis



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著者:Foxall, Gordon 编

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This set reprints key writings on different aspects of consumer psychology, through theoretical to empirical work. The areas covered include: foundations; theories and models of consumer behaviour; interpretive approaches; economic psychology of consumer behaviour; individual processes; beliefs, attitudes and decision processes; consumer choice, personality and cognitive style; the consumer environment; adoption and diffusion of innovations; socio-cultural influences, physical environment.

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