

<<消费者行为学>>

图书基本信息

书名：<<消费者行为学>>

13位ISBN编号：9787300024851

10位ISBN编号：7300024858

出版时间：1997-12-01

出版时间：中国人民大学出版社

作者：吉米.布利茨

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<消费者行为学>>

内容概要

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。

<<消费者行为学>>

书籍目录

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 Learning and perception

Learning

Classical learning theory

Operant conditioning

Cognitive learning

Perception

Key points from this chapter

5 Attitudes

<<消费者行为学>>

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

<<消费者行为学>>

Risk and uncertainty

Involvement

Sales promotion

Service levels

Handling dissonance

Key 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

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>