

图书基本信息

书名：<<CONSUMER BEHAVIOR 消费者行为学（影印，第五版）>>

13位ISBN编号：9787302024705

10位ISBN编号：7302024707

出版时间：1997-04

出版时间：清华大学出版社

作者：（美）希夫曼

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>

内容概要

全书分为五个部分，共二十一章。

第一部分介绍背景和工具性知识，包括消费者行为学的研究内容、研究方法以及市场细分。

第一部分研

究消费者个体特性，包括消费需求、动机、消费者性格、消费者对市场策略的观察、学习和介入理论、消费者态度、与消费者的交流和劝说。

第三部分讨论了社会和文化因素对消费者行为的影响。

这部分首

先介绍了群体动力学和消费者参考群组的概念，讨论了家庭决策过程和家庭生活模式的变化。

接着研究了社会、文化、亚文化、交叉文化对消费者行为的影响。

第四部分介绍消费决策过程，向读者介绍了一个简单的消费决策模型。

第五部分阐述消费者行为学在社会中的作用。

消费者行为学原理可以用于社会中的盈利和非盈利单位，如政治营销、医疗保健营销等。

对于消费者行为学理论发展感兴趣的读者，可参阅本书的附录中提供的各种消费者行为学模型的简单介绍。

本书内容全面完整，可读性强。

不仅讲述了消费者行为学的基本理论和概念，还介绍了最新的研究发现，并给出了许多实际的案例。

因此既可作为大学商学院的教学用书，也可供企业经管人员、商业系统等实务人员参考。

书籍目录

CONTENTS

Part 1 Introduction to the Study of Consumer Behavior

1 The Diversity of Consumer Behavior

What Is Consumer Behavior?

Personal Consumers Versus Organisational Consumers

Buyers and Users

Why We Study Consumer Behavior

Why the Field of Consumer Behavior Developed

Development of the Marketing Concept

The Role of Consumer Research

Ethics In Marketing

Business School Education

The Consumer Movement .

Ethics and the Corporate Environment

Plan of the Book

Summary

Discussion Questions

Exercises

Key Terms

Endnotes

2 Consumer Research

History of Consumer Research

The Modernist Era.

Postmodernism

Combining Positivist and Interpretivist Research Findings

The Consumer Research Process

Developing Research Objectives

Collecting Secondary Data

Designing Primary Research

Data Collection .

Analysis

Report Preparation

Conducting a Research Study

Research Methods and Tools

Summary

Discussion Questions

Exercises

Key Terms

Endnotes

3 Market Segmentation

What Is Market Segmentation?

Who Uses Market Segmentation?

How Marketers Use Segmentation

Bases for Segmentation

Geographic Segmentation
Demographic Segmentation
Psychological/Psychographic Segmentation
Sociocultural Segmentation
Use-Related Segmentation
Use-Situation Segmentation
Benefit Segmentation
Hybrid Segmentation Approaches
Criteria for Effective Targeting of Market Segments
Identification
Sufficiency
Stability
Accessibility
Implementing Segmentation Strategies
Concentrated Versus Differentiated Marketing
Countersegmentation
Summary
Discussion Questions
Exercises
Key Terms
Endnotes
Part 11 The Consumer As An Individual
4 Consumer Needs and Motivation
What Is Motivation?
Motivation
Needs
Goals
Positive and Negative Motivation
Rational Versus Emotional Motives
The Dynamic Nature of Motivation,
Needs and Goals are Constantly Changing
Substitute Goals
Frustration
Arousal of Motives
Types and Systems of Needs
Diversity of Need Systems
The Measurement of Motives
Motivational Research
Development of Motivational Research
Motivational Research Today
Summary
Discussion Questions
Exercises
Key Terms
Endnotes
5 Personality and Consumer Behavior
What Is Personality?

The Nature of Personality
Theories of Personality
Freudian Theory
Jungian Personality Types
Neo-Freudian Personality Theory
Trait Theory
Personality and Understanding Consumer Diversity
Consumer Innovativeness and Related Personality Traits
Consumer Susceptibility to Interpersonal Influence
Cognitive Personality Factors
From Consumer Materialism to Compulsive Consumption
Consumer Ethnocentrism: Responses to Foreign-Made Products
Self and Self-Images
One or Multiple Selves
The Makeup of the Self-Image
The Extended Self
Altering the Self
Summary
Discussion Questions
Exercises
Key Terms
Endnotes
6 Consumer Perception
What Is Perception?
Perception
Sensation
The Absolute Threshold
The Differential Threshold
Subliminal Perception
The Dynamics of Perception
Perceptual Selection
Perceptual Organization
Perceptual Interpretation
Consumer Imagery
Product and Service Images
Perceived Quality
Store Image
Manufacturer's Image
Summary
Discussion Questions
Exercises
Key Terms
Endnotes
7 Learning and Consumer Involvement
What Is Learning?
Motivation
Cues

Response
Reinforcement
Behavioral Learning Theories
Classical Conditioning
Instrumental Conditioning
Cognitive Learning Theory
Information Processing
Involvement Theory
Brand Loyalty and Brand Equity
Developing Brand Loyalty
Brand Equity
Summary
Discussion Questions
Exercises
Key Terms
Endnotes
8 The Nature of Consumer Attitudes
What Are Attitudes?
The Attitude "Object"
Attitudes Are a Learned Predisposition
Attitudes Have Consistency
Structural Models of Attitudes
Tricomponent Attitude Model
Multi-Attribute Attitude Models
Attitude-Toward-the-Ad Models
Summary
Discussion Questions
Exercises
Key Terms
Endnotes
9 Consumer Attitude Formation and Change
Attitude Formation
How Attitudes are Learned
Sources of Influence on Attitude Formation
Personality Factors
Attitude Change
Strategies of Attitude Change
Behavior Can Precede or Follow Attitude Formation
Cognitive Dissonance Theory
Attribution Theory
Summary
Discussion Questions
Exercises
Key Terms
Endnotes
10 Communication and Persuasion
Components of Communication

The Communications Process

The Message Initiator (The Source)

The Target Audience (The Receivers)

Feedback-The Receiver's Response

Designing Persuasive Communications

Communicatwns Strategy

Media Strategy

Message Strategies

Crisis Communications Strategies

Summary

Discussion Questions

Exercises

Key Terms

Endnotes

Part III Consumers in Their

Social and Cultural Settings

11 Group Dynamics and Consumer

Reference Groups

What Is a Group?

Types of Groups

Consumer-Relevant Groups

Reference Groups

What Is a Reference Group?

Factors That Affect Reference Group Influence

Reference Groups and Consumer Conformity

Applications of the Reference Group Concept

Celebrities

The Expert

The "Common Man"

The Executive Spokesperson

Other Reference Group Appeals

Benefits of the Reference Group Appeal

Summary

Discussion Questions

Exercises

Key Terms

Endnotes

12 The Family

What Is a Family?

Functions of the Family

Economic Well-Being

Emotional Support

Suitable Family Lifestyles

Socialization of Children and Other Family Members

Family Decision Making

Family Roles

Dynamics of Husband/Wife Decision Making

Children

The Family Life Cycle

Traditional Family Life Cycle

Modifications to the FLC

Summary

Discussion Questions

Exercises

Key Terms

Endnotes

13 Social Class and Consumer Behavior

What Is Social Class?

Social Class and Social Status

Social-Class Categories

The Measurement of Social Class

Subjective Measures

Reputational Measures

Objective Measures

Lifestyle Profiles of the Social Classes

Social-Class Mobility

Signs of Downward Mobility

Geodemographic Clustering

The Affluent Consumer

The Media Exposure of the Affluent Consumer

Segmenting the Affluent Market

The Non-Affluent Consumer

Selected Consumer Behavior Applications of Social Class

Clothing, Fashion, and Shopping

The Pursuit of Leisure

Saving, Spending, and Credit

Social Class and Communication

Summary

Discussion Questions

Exercises

Key Terms

Endnotes

14 The Influence of Culture on

Consumer Behavior

What Is Culture?

Characteristics of Culture

The Invisible Hand of Culture

Culture Satisfies Needs

Culture Is Learned

Culture Is Shared

Culture Is Dynamic

The Measurement of Culture

Content Analysis

Consumer Fieldwork

Value Measurement Survey Instruments
The Yankelovich MONITOR
DYG SCAN-An Environmental Scanning Program
American Core Values
Achievement and Success
Activity
Efficiency and Practicality
Progress
Material Comfort
Individualism
Freedom
External Conformity
Humanitarianism
Youthfulness
Fitness and Health
Core Values Are Not an American Phenomenon
Summary
Discussion Questions
Exercises
Key Terms
Endnotes
15 Subcultural Aspects of Consumer Behavior
What Is Subculture?
Nationality Subcultures
Hispanic Subcultures
The Impact of Nationality Subcultures
Religious Subcultures
Geographic and Regional Subcultures
Racial Subcultures
The African-American Consumer
Asian-American Consumers
Age Subcultures
The Generation X Market
The Baby-Boomer Market
The 50-Plus Market
The Elderly Consumer
Sex as a Subculture
Sex Roles and Consumer Behavior
The Working Woman
Subcultural Interaction
Summary
Discussion Questions
Exercises
Key Terms
Endnotes
16 Cross-Cultural Consumer Behavior:
An International Perspective

The Imperative to be Multinational
Cross-Cultural Consumer Analysis
Similarities and Differences Among People
Acculturation Is a Needed Marketing Viewpoint
Alternative Multinational Strategies: Global Versus Local
Frameworks for Assessing Multinational Strategies
Cross-Cultural Psychographic Segmentation
Marketing Mistakes: A Failure to Understand Differences
Product Problems
Promotional Problems
Pricing and Distribution Problems
Summary
Discussion Questions
Exercises
Key Terms
Endnotes
Part IV The Consumer's Decision-Making Process
17 Personal Influence and the Opinion
Leadership Process
What Is Opinion Leadership?
Dynamics of the Opinion Leadership Process
Opinion Leaders Are Persuasive
The Motivations Behind Opinion Leadership
Measurement of Opinion Leadership
Self-Designating Method
Sociometric Method
Key Informant Method
Objective Method
A Profile of The Opinion Leader
Knowledge and Interest
Consumer Innovators
Personal Characteristics
Media Habits
Frequency and Overlap of Opinion Leadership
Overlap of Opinion Leadership
The Situational Environment of Opinion Leadership
Opinion Leaders Are Friends or Neighbors
The Interpersonal Flow of Communication
Two-Step Flow of Communication Theory
Multistep Flow of Communication Theory
A Broader Approach to Interpersonal Communication
Opinion Leadership and the Firm's Promotional Strategy
Programs Designed to Stimulate Opinion Leadership
Advertisements that Simulate Opinion Leadership
Word-of-Mouth May Be Uncontrollable
Creation of Opinion Leaders
Summary

Discussion Questions

Exercises

Key Terms

Endnotes

18 Diffusion of Innovations

The Diffusion Process

The Innovation

The Channels of Communication

The Social System.

Time

The Adoption Process

Stages in the Adoption Process

Limitations of the Adoption Process

The Innovation Decision Process

A Profile of the Consumer Innovator

Defines the Consumer Innovator

Interest in the Product Category

The Innovator Is an Opinion Leader

Personality Traits

Purchase and Consumption Characteristics

Media Habits

Social Characteristics

Demographic Characteristics

Are There Generalized Consumer Innovators?

Summary

Discussion Questions

Exercises

Key Terms

Endnotes

19 Consumer Decision Making

What Is a Decision?

Four Views of Consumer Decision Making

Economic Man

Passive Man

Cognitive Man

Emotional Man

A Model of Consumer Decision Making

Input

Process

Output

Beyond the Decision: Using and Possessing

Relationship Marketing

Summary

Discussion Questions

Exercises

Key Terms

Endnotes

Part V Consumer Behavior and Society

20 Consumer Behavior Applications to Profit
and Not-For-Profit Marketing

Health Care Marketing

Targeting Health Care Segments

Political Marketing

Imagery in Politics

Political Persuasion

The Marketing of Social Causes

Corporate Philanthropy Versus Corporate Promotion

Environmental Marketing: A Cause-Related Growth Industry

Summary

Discussion Questions

Exercises

Key Terms

Endnotes

21 Public Policy and Consumer Protection

Public Policy and Consumer Protection

Deceptive Advertising and Consumer Research

Corrective Advertising and Consumer Research

Packaging-to-Price Deception

Consumer Education

Nutritional Labeling

Consumer Behavior Research Priorities

Summary

Discussion Questions

Exercises

Key Terms

Endnotes

Appendix

Comprehensive Models of Consumer Decision Making

Glossary

Company Index

Name Index

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>