

## 图书基本信息

书名：《CONSUMER BEHAVIOR 消费者行为学（影印，第五版）》

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## 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。

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