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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2004-08-01 Pages: 379 Publisher: Beijing University Press. basic information about the title: Consumer Behavior (marketing textbook series) List Price: 18.00 yuan Author: Heng Feng-ling editor Press: Beijing University Press Publication Date :2004-8-1 ISBN: 9787563912872 Words: 303.000 yds: 379 Edition: 1 Binding: Paperback: size and weight of the product: Editor's Choice \ t \ t \ t \ t Summary This book is a market marketing textbook series one. The basic law book is written to study consumer behavior. and to provide the basis for the production and operation of enterprises to develop the right marketing plan. Britannica internal factors that influence consumer behavior from the start to explore the perception. attention. personality. self-awareness. self-concept and lifestyle and consumer behavior relations and external factors that affect consumer behavior. such as families. groups. social and cultural. on this basis. to explore the relationship between consumer behavior and marketing. enterprises are likely to make the right marketing mix for consumer behavior. In order to facilitate the teaching and the reader to grasp the contents of the book. each chapter lists the main points of this chapter. chapter after Questions. Book as institutions of higher learning in economic management textbook read the reference. but also for the economic management of enterprises and institutions at all levels. \ T \ t Contents Preface Introduction Chapter Consumer Behavior Overview Section 1 the consumer as the core of modern enterprise marketing the second consumer behavior interpretation and model the third quarter consumer behavior research methods Chapter II perception Section I feel perception threshold Section II Section III of Chapter III of the perception of the nature of need section II. Section I need and motivation...



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