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Publication Date :2012-8-1ISBN: 9787811294934 Words: 208.000 yards: 240 Edition: 1 Binding: Paperback: 16 product size and weight: Editor's executive summary written by Liu Wenyong consumer decision-making impact factors microeconomic perspective of the value of the main problems: a policy reference value to the analysis of a systematic policy recommendations based on the microscopic perspective. to promote the growth of domestic consumer demand; depth analysis of the impact of the consumer decision-making factors for understanding The different consumer identity groups dominant factor in consumer decision-making provides a research-based. policy focus is to improve the efficiency and effectiveness of government policies are implemented. Contents Introduction Chapter consumer the formation and development of the system of decision-making theory first section the second theoretical system of early infancy stages of the third quarter of the founders of the theoretical system forming stage of the fourth quarter the stage of development of the theoretical system Comment on Section V first The influencing factors of two chapters of the consumer decision-making mechanism of Section I Current consumption decisions affect Factors the Section II postponed consumption decisions influencing factors influencing factors of the third quarter pre-consumer decision-making dominant influence factors analysis Chapter inhabitants current consumption decisions empirical analysis of Section II of the the analysis first income and consumer decision-making relationship of prices and consumer decision-making relationship empirical analysis of the third quarter of the consumer decision-making principal component factor analysis: consumer decision-making based on questionnaire...

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