

# A Comparative Study of AIDA Sales Mode and FABE Sales Mode

Wenhui Zhong

<sup>1</sup>Graduate University of Mongolia, Ulaanbaatar, 999097-15141, Mongolia.

<sup>2</sup>Guangzhou Nanyang Polytechnic College, Guangzhou, 510900, China.



## Abstract

Successful marketing can create huge economic benefits for a business. Whether a company can sell successfully depends on whether the salesperson can skillfully use various sales modes. The AIDA sales mode is the first classic sales mode in the sales field, and the FABE sales mode is the most widely used sales mode in the sales field. What is the difference between them in nature and application? Based on the above questions, this study conducted a comparative study of the two, clarified their differences in nature and application scenarios, and provided reference suggestions for salesmen to flexibly use these two sales modes. Before this, there is no similar study, which is also the originality of this study.

## Keywords

Sales mode, AIDA mode, FABE mode

<https://oajem.damray.com/>

 **OPEN ACCESS**

**DOI:** 10.26855/oajem.2022.11.012

**Received:** October 31, 2022

**Accepted:** November 29, 2022

**Published:** December 30, 2022

**Copyright:** ©2022 Wenhui Zhong.

This is an open access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

## 1. Introduction

No matter how the times develop, sales promotion is still the most important work of the enterprise, even the work that determines the survival of the enterprise. And whether the sales promotion work of an enterprise can be accomplished well is closely related to the salesmen. Whether the salesmen can introduce the highlights of the product in combination with the customer's needs and persuade the customer to buy determines the level of the sales promotion performance of the enterprise. The sales modes are powerful tools that can help salesmen to sell successfully. Although there are five familiar sales modes, only the AIDA mode, which is known as the first classic sales mode, and the FABE mode, which is most widely used, have been often studied by scholars. The purpose of this study is to compare the two modes, clarify their differences in nature and application scenarios, and provide help for successful sales promotion.

---

## 2. Literature review

### 2.1 AIDA mode

#### 2.1.1 Introduction to AIDA mode

The AIDA mode was first proposed by E. St. Elmo Lewis as a communication theory in 1898. It is the acronym of Attention, Interest, Desire and Action (Hassan et al., 2015). Later, in 1958, Heinz M Goldman, a world-famous marketing expert, applied the AIDA mode to the marketing work. Since then, the AIDA mode has been known by the public as the first classic sales mode (Zhao et al., 2016). The AIDA mode divides sales promotion into four steps: (1) Attention: attracting consumers' attention; (2) Interest: arouse consumers' interest; (3) Desire: Stimulate consumers' desire; (4) Action: Promote the transaction action of consumers. The general meaning is: the first step for a salesperson to successfully sell a product is to attract consumers' attention and make them pay attention to your product; The second step is to induce consumers to be interested in your products; The third step is to stimulate consumers to have a desire to buy your products; The fourth and final step is to use various promotion strategies or urgent means to promote consumers' trading action. This is the four steps under normal conditions. However, Heinz M Goldman also pointed out that the sequence of these four steps can be flexibly used, and is not unchanging.

#### 2.1.2 Research achievements and deficiencies of AIDA mode

Although compared with other sales modes, scholars' research on AIDA mode is relatively extensive, but the overall number of research literature is not much. At present, the main research results are as follows: Fortenberry and McGoldrick (2020) used AIDA sales mode to improve the quality of billboard production, so as to improve customer retention; Hassan et al. (2015) used AIDA sales mode to improve the quality of social media marketing strategy formulation in small enterprises; Su (2017) used AIDA sales mode to improve the sales ability and profitability of gas station convenience stores; Huang (2010) research on the use of AIDA sales mode to improve the effectiveness of tobacco brand cultivation outside the province; Zhao et al. (2016) used AIDA sales mode to promote library reading; Li et al. (2010) used the AIDA sales mode to improve the quality of classroom teaching in colleges and universities; Liu and Chen (2020) used the AIDA sales mode to promote the innovation of college classroom teaching model; Zhao (2019) used the AIDA sales mode to treat customers as lovers and improve the sales success rate. It can be seen that AIDA sales mode has been widely applied not only in advertising planning, brand cultivation and sales promotion, but also in interdisciplinary fields, such as library reading promotion and education and teaching. It can also be seen that the scholars' research on AIDA's sales mode has basically focused on how to specifically apply it, while almost no research has been done on its applicable scenarios and products, as well as the different applications between it and other marketing modes.

### 2.2 FABE mode

#### 2.2.1 Introduction to FABE mode

FABE mode is a sales mode proposed by Professor Guo Kunmo, former Dean of the Business School of ZTE University in Taiwan. FABE is the acronym of Feature, Advantage, Benefit and Evidence. FABE sales mode also divides sales promotion into four steps: (1) Feature: introduce the features of the product; (2) Advantage: highlight the advantages of products; (3) Benefit: clarify the benefits that can be brought to consumers; (4) Evidence: Show the evidence that the product meets the needs of consumers. The FABE mode is a very useful reference mode when salespeople don't have a clear mind and don't know how to introduce products to consumers. Both tangible products and intangible services can be introduced to customers in this mode.

#### 2.2.2 Research achievements and shortcomings of FABE mode

Although FABE mode is the most widely used sales mode, scholars have not done much research on it. At present, the main research achievements are: Hao and Yao (2008) research on using FABE sales mode to improve the marketing efficiency of green food; Zhao (2015) research on the use of FABE sales mode to improve the service quality of tour guides and the marketing level of tour guides; Huang (2021) used FABE sales mode to improve the effect of live broadcast marketing; Wu (2008) research on using FABE sales mode to improve the sales ability of professional order makers; Chai (2019) used FABE sales mode to develop a product selling point manual; Zhang (2016) studied the optimization design of the product description page by using the FABE sales mode; Li (2014) used FABE sales mode to improve the efficiency of automobile sales; Yan (2005) research on using FABE sales mode to improve the effect of city investment attraction; Chen (2020) used FABE sales mode to improve the effect of self promotion; Zhao (2013) based on the FABE sales mode, analyzed the current situation of rural tourism in the suburbs of Jincheng; Yuan et al. (2012) studied the application of FABE sales mode in negotiation and marketing; Liu (2017) based on the FABE sales

mode, optimize the design of classroom teaching; Zhu and Ye (2009) put forward the research on the new concept of FABE sales mode with customer demand as the center; Lan (2016) conducted in-depth research on FABE sales mode. It can be seen that scholars' research on FABE sales mode mainly focuses on the following two points: (1) research on the specific application of FABE sales mode; (2) Research on the interpretation of the essence of FABE sales mode. However, no scholars have studied the application differences between FABE mode and other modes. Based on this situation, this paper conducts a comparative study of AIDA mode and FABE mode, with a view to broadening the scope of research in this field.

### 3. Research methods

This paper adopts the literature research method. It mainly searches for references through "CNKI" and "Google Scholar", and searches with "sales mode", "AIDA" and "FABE" as the "theme" respectively. A total of 51 articles with high relevance to this study were retrieved. After intensive reading of these 51 papers, some regular views are drawn, and then these views are compared to summarize the research conclusions of this paper.

## 4. Comparative Study of the Two Sales Modes

### 4.1 Differences and Similarities between the Two Sales Modes

As the first classic sales mode, AIDA mode is the most consistent one with the law of psychological activities. Its first step is attention, and the root of the changes in human psychological activities is also to pay attention first. Only attention is not enough. Consumers will also judge whether they are interested in this product based on their own cognition, which is the second step of AIDA mode. The third and fourth steps of the AIDA mode are that consumers will finally take action when they are interested and stimulated by desire. It can be seen that the AIDA mode follows the law of psychological activities: "attention-cognition-emotion-behavior". Because it is very consistent with the law of human psychological activities, it is not only widely used in the marketing field, but also in many other fields. However, this mode also has its disadvantages, because it focuses on "products" first, and then tries to attract consumers' "attention". Once consumers firmly believe that the product is not needed, it is difficult to be interested in the product.

Similarly, as the most widely used sales mode, FABE mode also has its unique features, because it is the mode that pays the most attention to mining product selling points among the five sales modes. It provides a set of convincing arguments for salesmen on how to introduce products. First, introduce the features of the product. Because of this feature, the product has advantages that other competitors do not have. Because of this advantage, the product can bring benefits to consumers. Finally, the salesperson shows evidence to consumers to prove that the product really meets consumers' needs. The above is the sales promotion steps of FABE mode. It follows the cause and effect relationship of things to guide consumers to accept products, with clear logic, conclusive evidence and strong persuasiveness. However, like the AIDA mode, it focuses on "products" first, emphasizing how to persuade consumers to buy, and neglecting to understand consumers' "needs" first. In case of consumers with very clear purchase intentions, once they think they do not need the product, it is difficult for the salesman to persuade them to buy it. Moreover, because there is no in-depth exploration of consumers' needs, salesmen may lose the opportunity to promote other products that are more suitable for consumers' needs. The similarities and differences between the two are summarized in Table 1.

**Table 1. Similarities and Differences between AIDA Mode and FABE Mode**

Sales mode	Differences	Similarities
AIDA mode	Persuade by following the rules of psychological activities	1. The starting point is "product" rather than "needs" of consumers; 2. Focus on persuading consumers to conclude a deal
FABE mode	Persuade by following the cause and effect relationship of things	

### 4.2 Comparison and Analysis of Applicable Scenarios of the Two Sales Modes

AIDA mode and FABE mode have their own characteristics, so their application scenarios are different. AIDA mode follows the law of psychological activities to persuade consumers to buy, and puts the "attention" of consumers first, so it is suitable for the promotion of tangible products that can attract consumers. For example, shop sales, sales promotion of products that can be taken with you, trade fairs, etc. Applicable products include toys, stationery, tourist souvenirs, daily necessities, etc.

FABE mode follows the cause and effect relationship of things to convince consumers to buy. It introduces products in a clear way, and also attaches great importance to highlighting the "selling points" of products by combining the "advantages" of products with the "benefits" of consumers. It can not only introduce tangible products very clearly, but also describe intangible services very clearly, so it has a wide range of applications. Applicable products include: various services, real estate, automobiles, office supplies, daily necessities, etc. The applicable scenarios of the two are summarized in Table 2.

**Table 2. Comparison and Analysis of Applicable Scenarios of AIDA Mode and FABE Mode**

Sales mode	Applicable scenarios	Applicable products
AIDA mode	It is applicable to sales promotion in stores, sales promotion of products that can be carried with you, trade fairs, etc.	Toys, stationery, tourist souvenirs, daily necessities, etc.
FABE mode	It is applicable to the promotion of both tangible products and intangible services.	Various services, real estate, automobiles, office supplies, daily necessities, etc.

### 4.3 Comparison and Analysis of the Two Sales Modes in Application Cases

As mentioned above, the persuasion logic of AIDA mode is different from that of FABE mode, so they are also different in specific applications. We use the same case to explain the application differences between them in detail. The scene of the case is that the old lady's daughter-in-law is pregnant and she goes to buy plums for her daughter-in-law.

#### 4.3.1 Application of AIDA mode

**Step 1:** Attention (attract consumers' attention): The fruit vendor put the fruits in an orderly and attractive way, and put a loudspeaker beside them, shouting from time to time: "Fresh plums, sour and sweet!"

**Step 2:** Interest (arousing consumers' interest): The fruit vendor said, "Dear lady, would you like some fruit? I just picked the fruit from the fruit garden, which is very fresh." The old lady said, "How do you sell your plums?" The fruit vendor said, "Which kind do you want? The sweeter ones or the sourer ones." The old lady said, "My daughter-in-law is pregnant. I want something sourer." The fruit vendor said, "Then you should buy this kind of March plum. It is sour enough to help digestion."

**Step 3:** Desire (Stimulating consumers' desire): The old lady said, "How much is the March plum?" The fruit vendor said, "This plum is fresh and inexpensive. It costs 7 yuan per kilogram."

**Step 4:** Action (Promote consumers' transaction action): The old lady said: "7 yuan per kilogram is not cheap, isn't it? Is there any discount?" The fruit vendor said, "7 yuan is already a very favorable price. You can only buy two loaf of bread for 7 yuan, and now you can buy a kilogram of plums from me. What's more, your daughter-in-law is pregnant and the health of embryos is the most important. Isn't it worth 7 yuan?" The old lady thought it was reasonable and bought a kilogram immediately.

It can be seen from this case that the focus of AIDA model is to grasp the psychological law of consumers, attract them first, then arouse their interest, and guide the transaction step by step.

#### 4.3.2 Application of FABE mode

**Step 1:** Feature (Introduce the features of the products): The old lady went to the fruit store and asked, "Boss, do you have any plums?" The fruit vendor said, "Yes, what kind of plum do you want?" The old lady said, "I want something sour. My daughter-in-law is pregnant." The fruit vendor said, "Look at this kind of plum. It was picked in March. Even if the color is still green, it has matured. So it's called March plum. It's very sour." The old lady nodded and said, "Yes, it looks green and sour."

**Step 2:** Advantage (Highlight the advantages of products): The fruit vendor then said, "Generally, sweet red plums can only be picked in May and these plums can be picked in March, so they are very sour and suitable for pregnant women." The old lady nodded, "Well, it seems to be quite suitable."

**Step 3:** Benefit (Explain the benefits to consumers): The fruit vendor then said: "When my daughter-in-law was pregnant, she often had a poor appetite and nausea. Once I gave her this kind of March plum, she felt more comfortable. Is that the same with your daughter-in-law?" The old lady said with deep sympathy: "Yes, she has a poor appetite and can't eat anything. I'm so worried."

**Step 4:** Evidence (show the evidence that the product meets the consumer's needs): The vendor then said, "Then you are right to buy this kind of plum. After eating it, your daughter-in-law will definitely have a big appetite. Come on, let

me give you a try. It's sour enough!" The old lady tasted it, and it was really sour, so she immediately brought one kilogram.

It can be seen from this case that the focus of FABE mode is to successfully introduce the selling points of the product and the points in line with the interests of consumers by using causality, so that consumers can be convinced of the quality of the product and conclude the transaction.

#### 4.4 Enlightenment from this comparative study

Both AIDA mode and FABE mode are very useful selling tools. However, as mentioned above, they all have the same defect, that is, they first focus on products, and then explore the needs of consumers. If proper improvement is made, first go deep into the needs of consumers, and then match the appropriate products, then the seller can not only sell plums, but also sell kiwi (vitamin supplements for pregnant women) and other fruits. Because the deep needs of the old lady are the nutrition problems of pregnant women, not just the appetite problems. Therefore, if a salesperson can flexibly use these two sales modes, and can develop their strengths to offset their weaknesses, he will be able to reach a higher level in sales performance!

### 5. Conclusion

After sorting out, analyzing and summarizing the existing literature views, this study conducted a comparative study on AIDA mode and FABE mode, and obtained the differences in nature and application scenarios between the two modes, providing reference suggestions for salesmen to flexibly use the two modes. Before that, there was no similar study, which is also the originality of this study. Although this paper has great reference value in practical application, there is also a great shortage in research methods, that is, the lack of empirical research. Of course, as a complex and dynamic psychological phenomenon, sales promotion has its elusive side, so it is difficult to conduct empirical research on it. I hope some scholars will make a breakthrough here in the future.

### Fund project

This paper is the phased research result of Off campus Practice Teaching Base for Marketing of Guangdong Lianjia Real Estate Brokerage Co., Ltd. of Guangzhou Nanyang Polytechnic College (project number: NY-2020CQ1XWJD-05) and the phased research result of Guangdong high-level professional group "E-commerce professional group" of Guangzhou Nanyang Polytechnic College (project number: GSPZYQ2020133) and the phased research result of Guangdong Province Philosophy and Social Sciences "13th Five Year Plan" 2020 Discipline Co construction Project: Research on Modeling and Simulation of Enterprise Brand Equity Formation Mechanism Based on Customer Mentality (Project No.: GD20XGL51).

### References

- Chai G. (2019). FABE rule from the perspective of commodity science. *Marketing Management Review*, 15 (10), 94-95. <http://doi.org/10.19932/j.cnki.22-1256/f.2019.10.057>.
- Chen H. (2020). Analysis of FABE (self promotion) mode. *Chinese & Foreign Entrepreneurs*, 37 (20), 251. [https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFDLAST2020&filename=ZWQY202020213&uniplatform=NZKPT&v=EZQy2xh5vPFh\\_Ob0lX0Xh1e0Wn4xpnhmAsfv06J0FLm\\_bCjTyQDowcvIbRtENYPg](https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFDLAST2020&filename=ZWQY202020213&uniplatform=NZKPT&v=EZQy2xh5vPFh_Ob0lX0Xh1e0Wn4xpnhmAsfv06J0FLm_bCjTyQDowcvIbRtENYPg).
- Fortenberry, J. L., & McGoldrick, P. (2020). Do Billboard Advertisements Drive Customer Retention?: Expanding the "AIDA" Model to "AIDAR". *Journal of Advertising Research*, 60(2), 135-147. <http://doi.org/10.2501/JAR-2019-003>.
- Hao W., & Yao J. (2008). Green food marketing method based on FABE mode. *Modern Business*, 3(17), 197+196. [https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFD2008&filename=XDBY200817137&uniplatform=NZKPT&v=Si\\_HDBfpD5uJ0bd-BYTkCZc2qcVmEEXrbnQmxKolEtcO-dKF7-6Eldyls63BcbrZ](https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFD2008&filename=XDBY200817137&uniplatform=NZKPT&v=Si_HDBfpD5uJ0bd-BYTkCZc2qcVmEEXrbnQmxKolEtcO-dKF7-6Eldyls63BcbrZ).
- Hassan S., Nadzim S. Z. A., Shiratuddin N. (2015). Strategic use of social media for small business based on the AIDA model. *Procedia-Social and Behavioral Sciences*, 172(27), 262-269. <http://doi.org/10.1016/j.sbspro.2015.01.363>.
- Huang L. (2021). Analysis of live broadcast marketing strategy based on FABE rule. *Times of Economy & Trade*, 19(09), 19-22. <http://doi.org/10.19463/j.cnki.sjdm.2021.09.005>.
- Huang Y. (2010). On the application of AIDA mode in innovative means of cigarette cultivation outside the province. *Entrepreneurs World*, 27(12), 34. [https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFD2010&filename=QYJD201012018&uniplatform=NZKPT&v=U7Ox\\_M\\_DcnOuFq6AvZNuBe1Jol8tvfxZv2PbOPpD9ex\\_JOaFC3cJaNm1tEsA2w\\_N](https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFD2010&filename=QYJD201012018&uniplatform=NZKPT&v=U7Ox_M_DcnOuFq6AvZNuBe1Jol8tvfxZv2PbOPpD9ex_JOaFC3cJaNm1tEsA2w_N).

- Lan H. (2016). FABE Sales Law. *China Marketing*, 23(02), 60-62.  
[https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFDLAST2016&filename=XSYS201602026&uniplatform=NZKPT&v=tj3GX5bVkh-F-8fwQVYyBuh-\\_PzWjMdzxNvxGZ0EqH5E6VtNmWPXdWYEcgg2ly8](https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFDLAST2016&filename=XSYS201602026&uniplatform=NZKPT&v=tj3GX5bVkh-F-8fwQVYyBuh-_PzWjMdzxNvxGZ0EqH5E6VtNmWPXdWYEcgg2ly8).
- Li D., Sun X., & Zhou J. (2010). Analysis of classroom teaching strategies of college economic management based on AIDA mode. *Higher Agricultural Education*, 27 (06), 66-68. <http://doi.org/10.13839/j.cnki.hae.2010.06.025>.
- Li X. (2014). Application of FABE Law in Automobile Sales. *Agricultural Machinery Using & Maintenance*, 42 (04), 76.  
<http://doi.org/10.14031/j.cnki.njwx.2014.04.017>.
- Liu L., & Chen X. (2020). Innovation of college classroom teaching mode based on AIDA mode. *Modern Business Trade Industry*, 41(06), 180-181. <http://doi.org/10.19,311/j.cnki.1672-3198.2020.06.089>.
- Liu X. (2017). Exploration on the teaching link design of Introduction to Basic Principles of Marxism based on FABE mode. *Education and Teaching Forum*, 8(20), 189-191.  
[https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFDLAST2017&filename=JYJU201720087&uniplatform=NZKPT&v=nCscr6wN8ZHafXY9d\\_7IQUF1IvdKjIEVhxNvte1YPJPNBpDTXjwh4QDYIT2suXj](https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFDLAST2017&filename=JYJU201720087&uniplatform=NZKPT&v=nCscr6wN8ZHafXY9d_7IQUF1IvdKjIEVhxNvte1YPJPNBpDTXjwh4QDYIT2suXj).
- Su, B. (2017). Research on sales skills of gas station convenience stores based on AIDA model. *Economic & Trade*, 17 (14), 26-27.  
<https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFDLAST2017&filename=JMSA201714020&uniplatform=NZKPT&v=0jP3kOSPTcnxr8WLtqHLL9Iqk94egp7t5EhqDicLTbMW2dOgR8on4UifkGFDk-OF>.
- Wu J. (2008). FABE Mode: A Sharp Tool for Professional Orderers. *Journal of Researches on Dietetic Science and Culture*, 25(03), 50-55.  
<https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFD2008&filename=YZPX200803012&uniplatform=NZKPT&v=FgfsdAisU7QAF37KAByz4ghawAzGNk0iTkdm7aqe94OQjFkRfHJDD97qkbqcnCq>.
- Yan L. (2005). Strategic Application of "FABE" Mode in City Investment Promotion. *Social Sciences Review*, 21(01), 46-47.  
<http://doi.org/10.16745/j.cnki.cn62-1110/c.2005.01.025>.
- Yuan W., Xu T., & Wang K. (2012). Empirical Analysis on the Application of FABE Rule in Negotiation and Marketing. *Modern Economic Information*, 27(21), 51.  
[https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFD2012&filename=XDJZ201221043&uniplatform=NZKPT&v=H13Wcn4\\_hSA9A88DOEB9SE\\_u9bFr7eqOgvh9ueSOgkFgupGmthC5YnOA9P2PGy9](https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFD2012&filename=XDJZ201221043&uniplatform=NZKPT&v=H13Wcn4_hSA9A88DOEB9SE_u9bFr7eqOgvh9ueSOgkFgupGmthC5YnOA9P2PGy9).
- Zhang M. (2016). Research on the design of online store product description page based on the FABE rule. *Modern Business*, 11 (18), 190-191. <http://doi.org/10.14097/j.cnki.5392/2016.18.104>.
- Zhao D. (2019). Detailed explanation of AIDA mode. *Marketing Management Review*, 27(01), 142.  
<http://doi.org/10.19,921/j.cnki.1009-2994.2019.01.116>.
- Zhao J. (2013). On the current situation and prospects of rural tourism development in the suburbs of Jincheng - based on FABE analysis. *China Economist*, 28(01), 242-243+260.  
<https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFD2013&filename=JJSS201301135&uniplatform=NZKPT&v=7ZnUsfyEPbADkLxEYHxIoaAA5XEUDdM4opNnlNx0VPjHH9FjFK2E--uMB-gS2jsq>.
- Zhao L., Jiang X., Li X., Zhang Y., Huang H., & Yan Z. (2016). Analysis on the Application of AIDA Mode in Reading Promotion -- Taking the "Microphoto E-book" of Sichuan University Library as an Example. *Journal of Academic Libraries*, 34(05):84-88+127. <http://doi.org/10.16603/j.issn1002-1027.2016.05.013>.
- Zhao S. (2015). Analysis of the application of the FABE mode in tour guide services. *Brand*, 8(12), 23.  
[https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFDLAST2016&filename=PPLL201512021&uniplatform=NZKPT&v=sW7Dj2Kk\\_EBFqnX6QpusEP6g5oZPwA7tYREq7cvvs\\_k4ab5jSokubapT48dGLLqn](https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFDLAST2016&filename=PPLL201512021&uniplatform=NZKPT&v=sW7Dj2Kk_EBFqnX6QpusEP6g5oZPwA7tYREq7cvvs_k4ab5jSokubapT48dGLLqn).
- Zhu F., & Ye J. (2009). Analysis of FABE mode based on customer demand. *China Collective Economy*, 25 (28), 85.  
[https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFD2009&filename=ZJTG200928045&uniplatform=NZKPT&v=pcQp3msuBMBxi4MUQJV2Iv4H1VbjHS8TM4uonizP0Z\\_VNDDJV1G1UJUFcjPEkcSb](https://kns.cnki.net/kcms/detail/detail.aspx?dbcode=CJFD&dbname=CJFD2009&filename=ZJTG200928045&uniplatform=NZKPT&v=pcQp3msuBMBxi4MUQJV2Iv4H1VbjHS8TM4uonizP0Z_VNDDJV1G1UJUFcjPEkcSb).