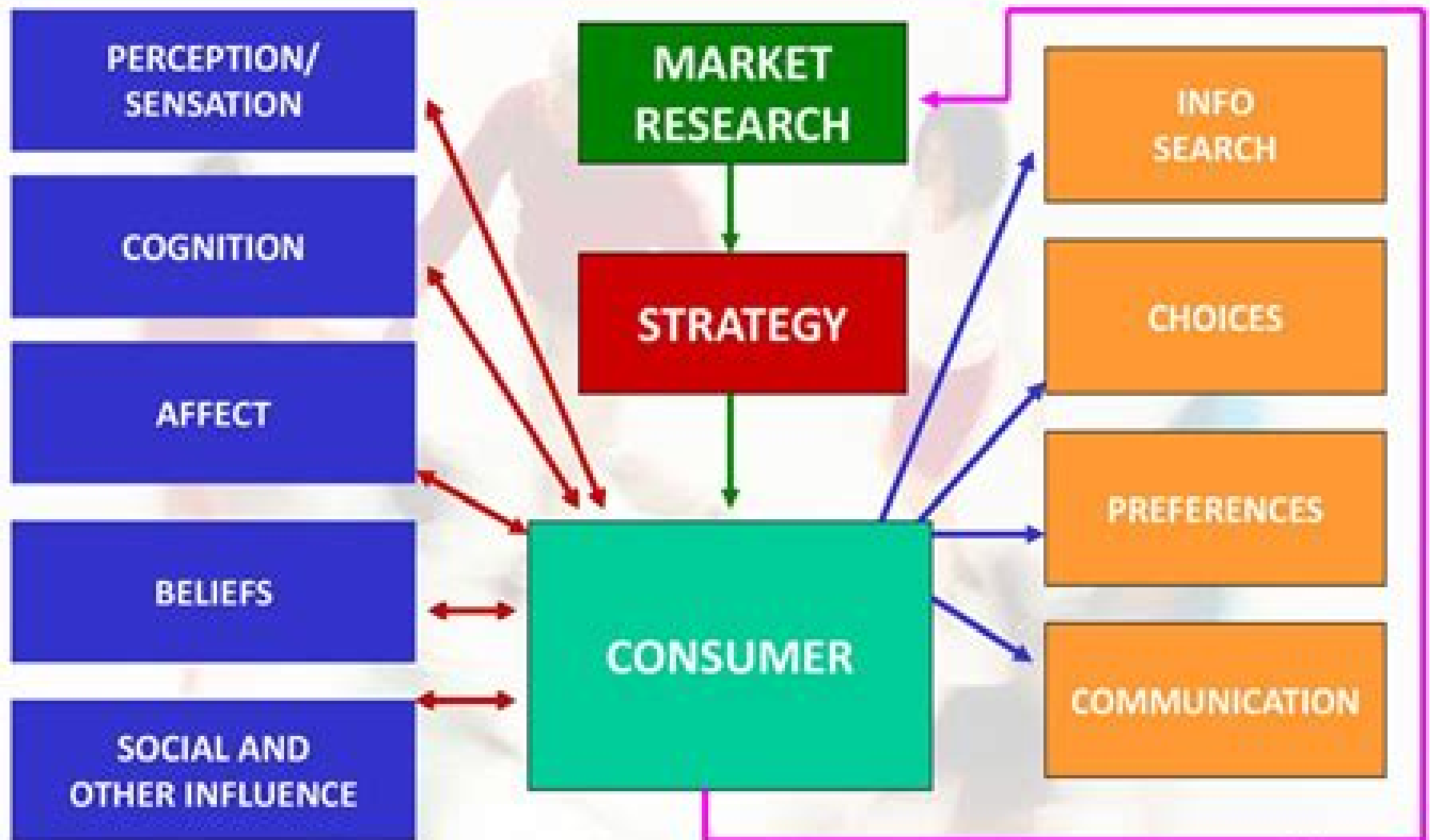


Influences on and of Consumer Behavior



Social Cognition And Consumer Behavior

Tina M. Lowrey



Social Cognition And Consumer Behavior:

Applying Social Cognition to Consumer-Focused Strategy Frank R. Kardes, Paul M. Herr, Jacques Nantel, 2006-04-21

Applying Social Cognition to Consumer Focused Strategy a book in the Advertising and Consumer Psychology series sponsored by the Society for Consumer Psychology focuses on the most important recent developments at the interface of social cognition and marketing and develops integrative theoretical frameworks with rich practical implications More specifically the chapters offer a novel and thought provoking perspective on consumer focused strategy or the effects of marketing stimuli and activities on an integrated system of consumer processes and responses Divided into four parts this book offers new perspectives on consumer information processing selective or one sided information processing and attribution theory discusses how asking questions in focus groups surveys and experiments leads consumers to create opinions that would not have occurred to them otherwise advances a new approach for modeling uncertainty and a new framework for thinking about uncertainty summarizes recent developments concerning the Implicit Association Test and their implications for branding strategy develops a new approach for analyzing the effects of intention on behavior and unplanned purchase behaviors discusses the devaluation effect and shows both how implementation intentions can be used to increase new product consumption and also how promotion versus prevention regulatory focus influences consumer preferences and focuses on consumer information processing and persuasion The text is intended for advanced graduate students academics and practitioners who embrace cutting edge paradigms and methodologies in social cognitive consumer research

Social Psychology of Consumer Behavior Michaela Wanke, 2008-12-16 The Social Psychology of Consumer Behavior brings together the most promising and theoretically fruitful research developments by internationally renowned scholars whose work is at the cutting edge of research Experts from both fields social psychology and consumer behavior provide an informed up to date overview from an original integrative perspective The aim of this volume is two fold On the one hand the application of social psychology to consumer behavior is meant to broaden the horizon of social psychologists On the other hand students and researchers of consumer behavior will be offered an advanced account of relevant theories tailored to their interests While the range of topics is rather broad including the construal of judgments and decisions affective and cognitive feelings social and media influences and goals and self regulation each chapter is focused on one specific theoretical or methodological perspective and thereby gives a comprehensive and penetrative account of the relevant issues and the respective research The volume provides an invaluable resource to students researchers and instructors in social psychology consumer psychology consumer behavior and marketing

Social Cognition and Consumer Behavior M. Joseph Sirgy, 1983

The Social Psychology of Consumer Behaviour Richard Bagozzi, Zynep Gurhan-Canli, Joseph Priester, 2002-08-16 How do consumers process information How do they make choices and decisions How are decisions translated into actions of consumption How can marketing influence and respond to consumers The Social Psychology of

Consumer Behaviour illuminates an area of intense academic and wider interest bringing together research and practical insights into how theories in social psychology can be applied to consumer behaviour Core themes include information processing and social cognition communication processes attitude models emotion social identity theory and action theory Within each of the major areas of social psychology a historical perspective is provided current knowledge reviewed theories and findings critiqued and directions for future research appraised The Social Psychology of Consumer Behaviour provides a deeper perspective than standard texts which tend to be either atheoretical overly encyclopedic or outdated It considers why consumers buy what they do and how they go about making individual and group decisions concerning consumption The result is essential reading for students researchers and practitioners in psychology and marketing as well as for those in related fields such as public policy public health health psychology political science and sociology

Handbook of Social Cognition Robert S. Wyer Jr., Thomas K. Srull, 2014-02-25 This edition of the Handbook follows the first edition by 10 years The earlier edition was a promissory note presaging the directions in which the then emerging field of social cognition was likely to move The field was then in its infancy and the areas of research and theory that came to dominate the field during the next decade were only beginning to surface The concepts and methods used had frequently been borrowed from cognitive psychology and had been applied to phenomena in a very limited number of areas Nevertheless social cognition promised to develop rapidly into an important area of psychological inquiry that would ultimately have an impact on not only several areas of psychology but other fields as well The promises made by the earlier edition have generally been fulfilled Since its publication social cognition has become one of the most active areas of research in the entire field of psychology its influence has extended to health and clinical psychology and personality as well as to political science organizational behavior and marketing and consumer behavior The impact of social cognition theory and research within a very short period of time is incontrovertible The present volumes provide a comprehensive and detailed review of the theoretical and empirical work that has been performed during these years and of its implications for information processing in a wide variety of domains The handbook is divided into two volumes The first provides an overview of basic research and theory in social information processing covering the automatic and controlled processing of information and its implications for how information is encoded and stored in memory the mental representation of persons including oneself and events the role of procedural knowledge in information processing inference processes and response processes Special attention is given to the cognitive determinants and consequences of affect and emotion The second book provides detailed discussions of the role of information processing in specific areas such as stereotyping communication and persuasion political judgment close relationships organizational clinical and health psychology and consumer behavior The contributors are theorists and researchers who have themselves carried out important studies in the areas to which their chapters pertain In combination the contents of this two volume set provide a sophisticated and in depth treatment of both theory and research in this major

area of psychological inquiry and the directions in which it is likely to proceed in the future The Oxford Handbook of Social Cognition, Second Edition Donal E. Carlston, Kurt Hugenberg, Kerri L. Johnson, 2024 This revised edition overhauls the first edition with a majority of chapters reconceptualized focusing on offering a comprehensive review and a new multigenerational perspective The chapter also includes a multitude of new topics including gender identity intersectionality prejudice happiness and wellbeing questionnaire methodology and more The Psychology of Consumer Behavior Brian Mullen, Craig Johnson, 2013-06-17 After years of study in the area of consumer behavior Mullen and Johnson bring together a broad survey of small answers to a big question Why do consumers do what they do This book provides an expansive accessible presentation of current psychological theory and research as it illuminates fundamental issues regarding the psychology of consumer behavior The authors hypothesize that an improved understanding of consumer behavior could be employed to more successfully influence consumers use of products goods and services At the same time an improved understanding of consumer behavior might be used to serve as an advocate for consumers in their interactions in the marketplace **Social Psychology** Prof. Dr. Bilal Semih Bozdemir, Cultural factors also mediate the formation and interpretation of first impressions Different cultures have varying norms regarding personal space greeting behaviors and the display of emotions which can influence how individuals perceive and are perceived upon initial encounters For example cultures that emphasize collectivism may prioritize consensus and group harmony leading individuals to form impressions based on group affiliations rather than individual characteristics Understanding these cultural dimensions is critical for navigating multicultural interactions and leveraging diversity to foster positive social perceptions At its core social psychology is the scientific study of how individuals perceive themselves in relation to others how they are influenced by the social context and how their behaviors are shaped by the presence of others whether those others are real imagined or implied Allport 1954 defined social psychology as the scientific attempt to understand and explain how the thoughts feelings and behaviors of individuals are influenced by the actual imagined or implied presence of other human beings This definition encapsulates three essential components of social psychology the individual the social context and the interaction between the two Furthermore social psychology is distinguished from other branches of psychology by its emphasis on the social environment While other psychological disciplines such as clinical or developmental psychology may focus on individual differences social psychology seeks to understand how social situations and group dynamics shape behaviors universally The field investigates phenomena ranging from interpersonal relationships and group behavior to organizational dynamics and cultural differences **The Psychology of Financial Consumer Behavior** Dominika Maison, 2019-02-28 This book stresses the psychological perspective in explaining financial behavior Traditionally financial behaviors such as saving spending and investing have been explained using demographic and economic factors such as income and product pricing The consequence of this way of thinking is that financial institutions view their clients mostly from the perspective of their

income By taking a psychological approach this book stresses the perspective of consumers confronted with a quickly changing financial world the changing of financial offers and products savings investments loans the changing of payment methods from cash to cheques cards and mobile payments the accessibility and temptation of goods and the changing of insurance and pension systems The Psychology of Financial Consumer Behavior provides insight into the thought processes of consumers in a variety of financial topics Coverage includes perceptions of wealth the pleasure or pain of spending cashless transactions saving and investing loans planning for the future taxes and financial education The book holds appeal for researchers professionals and students in economics psychology economic psychology marketing and consumer science or anyone interested in financial behaviors *Handbook of Consumer Psychology* Curtis P. Haugtvedt, Paul M. Herr, Frank R. Kardes, 2018-12-07 This Handbook contains a unique collection of chapters written by the world's leading researchers in the dynamic field of consumer psychology Although these researchers are housed in different academic departments ie marketing psychology advertising communications all have the common goal of attaining a better scientific understanding of cognitive affective and behavioral responses to products and services the marketing of these products and services and societal and ethical concerns associated with marketing processes Consumer psychology is a discipline at the interface of marketing advertising and psychology The research in this area focuses on fundamental psychological processes as well as on issues associated with the use of theoretical principles in applied contexts The Handbook presents state of the art research as well as providing a place for authors to put forward suggestions for future research and practice The Handbook is most appropriate for graduate level courses in marketing psychology communications consumer behavior and advertising

Handbook of Social Cognition: Basic processes Robert S. Wyer, Thomas K. Srull, 1994 This edition of the Handbook follows the first edition by 10 years The earlier edition was a promissory note presaging the directions in which the then emerging field of social cognition was likely to move The field was then in its infancy and the areas of research and theory that came to dominate the field during the next decade were only beginning to surface The concepts and methods used had frequently been borrowed from cognitive psychology and had been applied to phenomena in a very limited number of areas Nevertheless social cognition promised to develop rapidly into an important area of psychological inquiry that would ultimately have an impact on not only several areas of psychology but other fields as well The promises made by the earlier edition have generally been fulfilled Since its publication social cognition has become one of the most active areas of research in the entire field of psychology its influence has extended to health and clinical psychology and personality as well as to political science organizational behavior and marketing and consumer behavior The impact of social cognition theory and research within a very short period of time is incontrovertible The present volumes provide a comprehensive and detailed review of the theoretical and empirical work that has been performed during these years and of its implications for information processing in a wide variety of domains The handbook is divided into two volumes The first provides an overview

of basic research and theory in social information processing covering the automatic and controlled processing of information and its implications for how information is encoded and stored in memory the mental representation of persons including oneself and events the role of procedural knowledge in information processing inference processes and response processes Special attention is given to the cognitive determinants and consequences of affect and emotion The second book provides detailed discussions of the role of information processing in specific areas such as stereotyping communication and persuasion political judgment close relationships organizational clinical and health psychology and consumer behavior The contributors are theorists and researchers who have themselves carried out important studies in the areas to which their chapters pertain In combination the contents of this two volume set provide a sophisticated and in depth treatment of both theory and research in this major area of psychological inquiry and the directions in which it is likely to proceed in the future

The Psychology of Marketing Gerhard Raab,G. Jason Goddard,Alexander Unger,2016-02-24 This comprehensive guide to both the theory and application of psychology to marketing comes from the author team that produced the acclaimed Customer Relationship Management It will be of immeasurable help to marketing executives and higher level students of marketing needing an advanced understanding of the applied science of psychology and how it bears on consumers on influencing and on the effective marketing of organizations themselves as well as of products and services Drawing on consumer management industrial organizational and market psychology The Psychology of Marketing s in depth treatment of theory embraces Cognition theories Personality perception and memory Motivation and emotion Power control and exchange Complemented by case studies from across the globe The Psychology of Marketing provides a trans national perspective on how the theory revealed here is applied in practice Marketers and those aspiring to be marketers will find this book an invaluable help in their role as lay psychologists Psychology of Self-Regulation Joseph P. Forgas,Roy F.

Baumeister,Dianne M. Tice,2011-02-25 The ability to regulate and control our behaviors is a key accomplishment of the human species yet the psychological mechanisms involved in self regulation remain incompletely understood This book presents contributions from leading international researchers who survey the most recent developments in this fascinating area The chapters shed new light on the subtle and often subconscious ways that the people seek to regulate their thoughts feelings and behaviors in everyday social life The contributions seek answers to such intriguing questions as How can we improve our ability to control our actions How do people make decisions about which goals to pursue How do we maintain and manage goal oriented behavior What happens when we run out of self regulation resources Can we match people and the regulatory demands of to specific tasks so as to optimize performance What role does self regulation play in sports performance in maintaining successful relationships and in managing work situations The book offers a highly integrated and representative coverage of this important field and is suitable as a core textbook in advanced courses dealing with social behavior and the applications of psychology to real life problems **Consumer Behavior and Marketing Strategy**

Dhanalakshmi Marar,2025-02-20 Consumer Behavior and Marketing Strategy addresses the steep rise in market competition and how marketing strategies adapt to capture impacts and provide solutions This comprehensive guide delves into the interdisciplinary field of consumer psychology and its interaction with products It explores how these strategies contribute to business growth convert occasional customers into repeat consumers and navigate consumer behavior challenges The book provides insights into complex consumer behavior from basic to advanced levels addressing issues from both marketer and consumer perspectives Each thoroughly researched chapter follows a logical flow ensuring continuity for readers Concepts are illustrated with examples and end of chapter questions offer practice aimed at undergraduates Written in simple lucid language the book accelerates beginner learning The glossary at the end helps readers understand frequently used marketing terms Consumer Behavior and Marketing Strategy is an invaluable guide for understanding the interaction of consumer behavior and marketing strategies offering practical solutions and comprehensive insights **Handbook of**

Research Methods in Consumer Psychology Frank Kardes,Paul M. Herr,Norbert Schwarz,2019-04-15 What impact can various research methods have on consumer psychology How can they help us understand the workings of the consumer mind And how can the field of consumer psychology best utilize these methods In the Handbook of Research Methods in Consumer Psychology leading consumer psychologists summarize key aspects of the research process and explain how different methods enrich understanding of how consumers process information to form judgments and opinions and to make consumption related decisions Kardes Herr and Schwarz provide an in depth analysis of the scientific research methods needed to understand consumption related judgments and decisions The book is split into five parts demonstrating the breadth of the volume classic approaches contemporary approaches online research methods data analysis and philosophy of science A variety of leading researchers give insight into a wide range of topics reflecting both long standing debate and more recent developments in the field to encourage discussion and the advancement of consumer research The Handbook of Research Methods in Consumer Psychology is essential reading for researchers students and professionals interested in consumer psychology and behavior Psycholinguistic Phenomena in Marketing Communications Tina M.

Lowrey,2020-07-24 The field of psycholinguistics and the application of psycholinguistic theory to advertising and marketing communication has become a topic of great prominence in the field of consumer behavior Psycholinguistic Phenomena in Marketing Communications is the first book to address the growing research in this area This timely volume combines research conducted by current scholars as it demonstrates diversity of the field in terms of relevant topics and methodological approaches It examines brand names and their semantic and sound based impact sentence structure and research in marketing communication advertising narratives evoking emotional responses the effects of empathy response on advertising and the role of language and images in creation of advertising The book includes authors from a variety of fields including mass communication marketing social psychology linguistics and neuropsychology A range of perspectives is

discussed from qualitative text analysis to controlled psychological experimentation Psycholinguistic Phenomena in Marketing Communications is intended for students and scholars in numerous disciplines such as advertising marketing social psychology sociology and linguistics It is also suitable for graduate courses in these disciplines Wiley International Encyclopedia of Marketing, 6 Volume Set, 2011-02-07 With over 300 entries from hundreds of global experts this is one of the premier marketing reference resources available worldwide The 6 volume WIEM provides scholars and professionals with an international guide to marketing concepts and applications The far reaching new developments challenges and opportunities that have arisen in recent years are fully reflected in the entries Scholars and professionals will enjoy the flexible multi level structure with entries ranging from topics summaries to short essays reviewing areas of development and debate Entries are further extended by sophisticated cross referencing both among volumes and between encyclopedia entries and external sources The encyclopedia is also available online For ease of reference the entries are arranged alphabetically within each of the subject volumes Designed to encompass the scope of modern marketing the volumes cover Volume 1 Marketing Strategy Volume 2 Marketing Research Volume 3 Consumer Behavior Volume 4 Advertising and Integrated Communication Volume 5 Product Innovation and Management Volume 6 International Marketing

Satisfaction: A Behavioral Perspective on the Consumer Richard L. Oliver, 2014-12-18 Designed for advanced MBA and doctoral courses in Consumer Behavior and Customer Satisfaction this is the definitive text on the meaning causes and consequences of customer satisfaction It covers every psychological aspect of satisfaction formation and the contents are applicable to all consumables product or service Author Richard L Oliver traces the history of consumer satisfaction from its earliest roots and brings together the very latest thinking on the consequences of satisfying or not satisfying a firm s customers He describes today s best practices in business and broadens the determinants of satisfaction to include needs quality fairness and regret what might have been The book culminates in Oliver s detailed model of consumption processing and his satisfaction measurement scale The text concludes with a section on the long term effects of satisfaction and why an understanding of satisfaction psychology is vitally important to top management *Understanding Consumer Choice* G. Foxall, 2005-03-11 Understanding Consumer Choice shows how attempts to relate consumers attitudes and actions have implicitly incorporated measures of the very variables at the heart of a situational theory of consumer choice These are the buyer s consumption history and the physical and social setting in which consumer behaviour occurs The book explores the capacity of the resulting model to explain consumer behaviour in retail and consumption situations and to elucidate brand choice The result is a novel interrogation of cognitive and behavioural perspectives an overarching philosophy for consumer research **Contemporary Perspectives on the Psychology of Attitudes** Geoffrey Haddock, Gregory R. Maio, 2004-09 Empirically supported throughout this collection represents a timely integration of the burgeoning range of approaches to attitude research by expert contributors to the field

This book delves into Social Cognition And Consumer Behavior. Social Cognition And Consumer Behavior is a vital topic that must be grasped by everyone, ranging from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Social Cognition And Consumer Behavior, encompassing both the fundamentals and more intricate discussions.

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